



redstorm

INTERNATIONAL WOMEN'S DAY 2024
MASTERCLASS MARCH 5TH

PERSONAL BRANDING

|
Workbook

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Hello I'm Carol,



Our session together on the 5th March 2024, is uniquely designed to craft your strategic personal brand positioning and to enable your advancement through a process of self-understanding, clear communications and strategic action. You will leave the session with a highly actionable personal brand strategy, a plan of action and a clearly crafted positioning statement in line with your authentic personal brand story.

Do you struggle to explain the impact you make and the value that you bring to the table? Do you second-guess yourself? Do the people you meet clearly understand the value they get when working with you?

There comes a moment for all of us, where we want to be sure of our “Voice” and our “Story”, where we need the confidence to walk into a room and make a positive impact immediately. A personal brand will do just that, it’s the impression you make, the value you bring and the way you interact. It gives you strength, confidence and ignites a feeling of pride in yourself.

I’ll give you the tools to be 100% yourself, whilst becoming clear on your “Voice”, your “Value” your “Positioning” and your "Story". This is the workbook I use with my One to One clients. You’ll develop and elevate your personal brand and profile using bespoke brand positioning and tailor made communications to create your own extraordinary impact. Our work together will strategically showcase you at your personal and professional best. As you work through these following questions, focus on the next 6 months. Keep it simple. Keep it clear. Let’s be remarkable together...

Carol O'Heilly

Redstorm Communications, Keynote Speaker, Mentor, Author

Key Outcomes



Clear Understanding of What Personal Branding Is

Hint... It is NOT a new set of headshots, insta templates or a new website! We'll look at the key elements and potential pitfalls.



How & Why to Design a Compelling Personal Brand Story

Did anyone ever forget the end of a really great story? We'll work together to build a compelling story outline for you.



The Key Steps Involved in Creating an Impactful Personal Brand

Beware... "Impactful" doesn't mean you are loud and pushy, rather that you are authentic, valuable and relevant to your key audiences.



Know Your Personal Brand Eco-System

We'll examine where can I experience your Brand and which communications platforms to use to best build your Brand in the eyes of your key audiences.

Imagine If...

- ✓ You have real clarity about your Personal Brand
- ✓ When you walk into a room, people understand the value you bring
- ✓ You communicate 100% authentically - No second-guessing yourself
- ✓ Your key audiences have you Top of Mind
- ✓ You are clearly positioned as an Authority in your niche
- ✓ You have confidence in how you are seen by your audiences
- ✓ You know your values, your relevance and the impact you make
- ✓ You are in control of Your Story...

PS Don't forget the Question at the very end...

Workbook

Remember, focus on the next 6 months. Keep it simple. Keep it clear.

Who Are Your Three Main Power Audiences?

These are the key audiences you need to connect with and be valued by - Be really specific!

Audience A:

Audience B:

Audience C:

What is the ONE Key Message You Need To Deliver To Each Audience Above?

Remember this message must be Valuable and Relevant to each audience, so you'll need to understand them well...

Message A:

Message B:

Message C:

What THREE Words Would You Use To Describe Yourself?

Stay away from words like Motivated, Professional, Deadline Driven, Self Starter...

- 1.
- 2.
- 3.

What THREE Words Would Someone You Work with Use To Describe You?

- 1.
- 2.
- 3.

What is the SINGLE Most Important Change to Make to your Brand Today?

What Is The ONE Piece of Information You Need People To Know About You?

List THREE Things You Are Proud of Achieving (Personal or Work Related)?

- 1.
- 2.
- 3.

Where Do People Find Out About You/Get to Know You?

Work teams, internal/external associations, mentorship programmes, media, websites, LinkedIn...?

Describe your Personal Brand "Voice"?

This needs to be authentic and consistent through out all your communications

In an ideal world - How would you like to be described?

If you overheard a colleague telling someone about you what would you like to hear?

What are your three Descriptor Words?

- 1.
- 2.
- 3.

What would surprise me to know about you/your background/your work experience?

What do people notice most about working with you?

Your greatest strengths as a person are?

What would you like to be known for across the Tirlán ecosystem?

Are you great with details, a good connector, kind, fun, an organiser - what will you hang your hat on?

What part do you play in the whole Tirlán Team?

Looking at the entire amalgamated world of Tirlán - what part do YOU play?

If you're not actively Branding yourself,
you can be sure others are doing it for you

Stay in Control of Your Own Story



WHAT MAKES YOU TRULY REMARKABLE??



If you would like to book a discovery call to see how best to work on your personal brand go to this link:

<https://bit.ly/DiscoverySessionWithCarol>

Or you can reach me at:

087 2476600

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"ANYONE CAN DO MY JOB...
BUT NO ONE CAN BE ME"

Be Remarkable