

Logistics

Meeting Venue

Universal Training Concepts offices,
5633 Tylersville Road
Suite D
Mason, OH 45040
(513) 779-7134

Airports

Cincinnati International Airport (CVG)
Dayton Airport (DAY)

Day 1

8:00 a.m. Prompt Start
6:00 p.m. Close

Day 2

8:00 a.m. Prompt Start
4:00 p.m. Close (Please plan for flight
departures after 6:30 p.m.)

Dress

Very casual.

Pre-Work

Read "3 Steps To Yes" by Gene Bedell

Pricing

Provided separately.

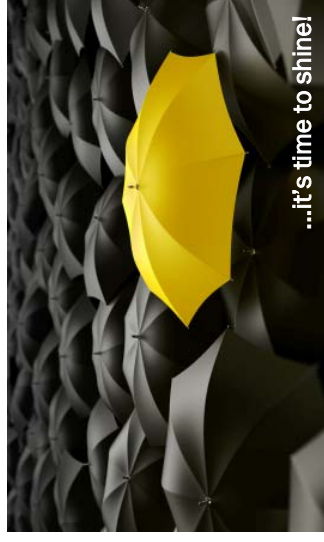
Your Facilitator For The Conference

Bruce Manchion is C.E.O. of **Universal Training Concepts, Inc.**, an international training and consulting company based in West Chester, Ohio, specializing in building productivity and organizational capacity by enhancing the people skills at all levels. Originally from Brooklyn, New York, Bruce graduated from Emporia State University in Emporia, Kansas. He has extensive experience in training and consulting for a broad range of individuals in businesses of all sizes. He is a sought-after keynote speaker, as well as a skilled trainer and consultant, having trained and addressed thousands of professionals worldwide.



"Some people walk in the rain, others just get wet."
Roger Miller

Finding Your Unique Voice The Importance of Personal Branding



PHILOSOPHY

"Work is more challenging than it has ever been, more competitive than it has ever been and more stressful than it has ever been. It stands to reason, then, that it ought, also, to be the more rewarding than it has ever been. This is best achieved by using work to build the skills of the people. Rather than seeing the workplace as the end, I see the workplace as the venue for growing people skills. The end is growth. The workplace provides an excellent environment for that growth to take place. When people are growing, they are more productive, more loyal, more cooperative and take more ownership in their work and in their workplace."

INFORMATION

- Author, "Getting To The Gut", a DVD on achieving higher results in convincing others to take the actions you want them to take. (see clips at www.utctraining.com.)
 - Creator "C.A.P.D.™", a process for teams that can reduce unnecessary rework by up to 40%.
 - Creator "Global Integrated Selling Process", which makes selling more efficient by enrolling the buyer in the process - essentially getting them to participate in selling themselves.
 - Creator "Team-Based Work System", a model that provides structure and focus for team leaders, team members and the team as a whole.
 - Creator "Core People Skills", six skills that are necessary for success in the workplace of today.
 - Creator "The Leadership Conference", a three day immersion in taking leaders from good to excellent.
 - Creator "Facilitators Leadership Conference", the definitive process for building and giving superb presentations.
- PUBLISHED ARTICLES (download at www.utctraining.com)**
- "Anticipating, Meeting and Exceeding Needs and Desires", an article on superior customer service.
 - "Rules of Engagement for Team Members", an article on addressing undesired behavior and conducting effective team meetings.



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Finding Your Unique Voice

The Importance of Personal Branding

What is your personal brand? We often think of a brand as it relates to products we purchase. But what about the product you're selling to an employer or potential employer? Universal Training Concepts wants those on the job hunt and those who want to excel in their career to think about their personal brand and use it to achieve their professional goals.

This seminar helps people to understand and identify the image they're presenting to their supervisor or to a prospective employer. Is the image memorable? Is there a gap? Are they living up to their billing? Is the employer actually receiving the value they believe they were to get?

It is imperative to set yourself apart to your current and prospective employers. All too often employees, and job hunters are just not memorable. Discussions about job responsibilities, accomplishments and skills need to make a lasting impression.

What you'll learn is how to develop your personal brand, define your difference and why it matters.



Key Information

Today's economy reinforces that there is the need to stand out and to be remembered when looking for a job, seeking additional responsibility, going after a desired project, or vying for a promotion. Important questions to ask oneself in these circumstance are:

- What is the one thing I want the person interviewing me to remember?
- What are the top three things / projects / accomplishments I want to be known for?
- What would set me apart from other employees?
- How does my image need to change in order to benefit me more?
- How does my image relate to my performance?
- What value does my image project to the company?

Participants will be able to:

- Communicate a consistent message verbally and nonverbally.
- Evaluate strengths and opportunities and develop a strategy for leveraging them.
- Uncover their "Total Job Value" and learn why knowing it provides an advantage.
- Be the one who comes to mind for jobs, additional responsibilities and promotions.



Road Map

Day 1

- Prompt start at 8:00 a.m.
- Why is Brand Important?
- What is a Brand?
- What is Your Current Brand?
- On Purpose Person
- Total Job Value
- Activities
- Close at 6:00 p.m.

Day 2

- Prompt start at 8:00 a.m.
- Preparation for practice
- Videotaped practice and feedback
- Close 4:00 p.m. (Please plan for flight departures after 6:30 p.m.)



"The people who get on in this world are the people who get up in the morning and look for the circumstances they want, and if they can't find them, make them." George Bernard Shaw