

# PERSONAL BRANDING

## – MY UNIQUE SELF



Use the techniques of brand management to make yourself, your outstanding results and your strengths shine! Make the key decision makers in your organization recognize your potential as a leader.

Every successful brand is unique and clearly differentiated from competition. The instruments of brand management are very relevant also when it comes to positioning yourself as a brand. While top performance is a prerequisite for a successful career, focusing only on working hard and hoping to be noticed is not enough to make it to the top. Your career would end latest in middle management. Get rid of your “working bee” image that holds you back. Discover your differentiating strengths and learn how to communicate your leadership potential. Become visible in an elegant and authentic way to those who can facilitate your way to the top.

### OUTCOMES

You will

- receive tried and tested instructions with which you can develop your own brand strategy step-by-step in order to become the No 1 in the mind of your relevant target group
- define your professional objectives: What is it that you really want?
- become aware of your strengths and use them to develop a unique and authentic SELF brand
- learn how to make your brand visible to relevant stakeholders
- learn how to move with political savviness in order to reach your objectives

### Target Audience

- Mid-level high potential female managers with at least 8 years of working experience and ideally 3+ years of leadership experience
- Max. 25 participants from different Advance member companies

### Format

- One day workshop (1 credit per participant)
- Additional credits can be bought for 1'100 CHF per participant
- Language: English and German

### Registrations

- Via the member area of the Advance website

### WORKSHOP-LEITUNG



Nach einer eigenen Blitzkarriere zur jüngsten Bereichsleiterin in einer der Top-Unternehmensberatungen gründete Andrea Och 2003 OCH CONSULTING - Personal & Corporate Branding. Ihr Ziel: Die (Weiter-) Entwicklung von Unternehmen und Führungskräften zu wertvollen Top-Marken. Für ihre erfolgreiche Arbeit wurde sie mit dem Innovationspreis für Beratung ausgezeichnet. 2012 wurde sie als erste Frau in den Wirtschaftsrat der European Business School berufen. Andrea Och engagiert sich leidenschaftlich für mehr Frauen in Vorstands-Etagen und Aufsichtsräten. Nicht gegen Männer, sondern für Frauen. Aus purer volkswirtschaftlicher Vernunft! Was sie antreibt? Die Suche nach dem Optimum! Andrea Och ist glücklich verheiratet, hat eine erwachsene Tochter und lebt in Hamburg.

### Advance Skill Building for Rising Leaders

The Advance Skill Building workshops equip talented women with the core skills, capabilities and leadership mindset that are critical to climb the corporate ladder. Every workshop is also an excellent opportunity to meet peers from different Advance member companies, allowing you to broaden your business network.

For more information, please contact the Advance workshop coordinator at [contact@advance-women.ch](mailto:contact@advance-women.ch) / [www.advance-women.ch](http://www.advance-women.ch)

