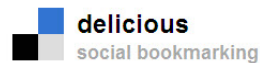




# BizGrowthSeminars

Bringing your brand to life!™



Workshops and Masterclasses to enhance your visibility, reputation and success through traditional and new media communications

The 'Biz Growth' series of short seminars are relevant for business leaders and entrepreneurs alike. The workshops are customised for your audience be that marketing, customer service, sales, HR, Finance, IS or PR professionals and can be delivered to intact teams or to professional networks and associations.

The duration of the workshops are typically up to 4 hours in length. The programmes can be delivered face to face or as virtual events such as teleseminars and webinars. We also deliver extended programmes including action learning and mastermind formats to ensure embedding and application of the strategies and tactics covered.

Because Krishna's expertise and passion is about brands, marketing, engagement, communications and digital media, you will find these areas as a common thread through the seminars.

The one thing all workshops have in common is that your attendees will walk away inspired with examples and case studies of how to apply the concepts Krishna shares and learn about new low cost resources and tools that they can use to build their brand, increase engagement and their reputation.

We've provided the outlines of the most popular workshops – please note that the content covered in your workshop will depend on the time available.

To book a seminar, contact Krishna by email at [connect@bizgrowthnews.com](mailto:connect@bizgrowthnews.com).

You can discover what attendees of Krishna's seminars have to say about the content and the benefits they found of attending at:

<http://www.krishnade.com/blog/speakertestimonials>

#### **ABOUT THE WORKSHOP FACILITATOR:**

Krishna De ([www.bizgrowthnews.com](http://www.bizgrowthnews.com)) is an award winning business strategy and brand engagement author, mentor, professional speaker and commentator and is considered by the media and clients alike to be one of Europe's leading brand engagement and social media communications strategists.

She is the author of '*42 Rules of Marketing in a Recession*' and '*Managing Your Personal Brand Online: How to Master the 7 Keys of Professional Success in a Digital Age*' which will be published in Spring 2009 by publishers HappyAbout.com and her and her expertise in personal branding and leveraging online marketing and social media is featured in the new book '*World Wide Rave*' by best selling author David Meerman Scott, published by Wiley and available in March 2009.

With a global corporate career spanning 15 years as an executive working in over 30 countries and living in 3 continents she is an expert in organisational development and performance, employee engagement and communications, digital and social media, executive development and in building and embedding high performance coaching and mentoring capability within organisations.

You can find Krishna's full profile online at: <http://www.krishnadeprofile.com>

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## THE NEW RULES OF WORD OF MOUSE MARKETING

Are you ready to be 'Googled?'

Did you know that the rules of marketing have changed?

While word of mouth marketing is one of the most powerful ways to attract more clients and profits to your business, the Internet has enabled 'word of mouse marketing' and has changed the way businesses communicate and engage with current and potential customers.

Today you don't have to be a technical whizz or have a huge marketing budget to successfully grow your share of market and recession proof your business by using new media tools like blogs, microblogs, podcasts, online video and social networks.

In this seminar you will:

- Discover the new rules of marketing in a globally connected and competitive economy
- Learn what social media marketing is and why it's a critical element to your marketing and communications plan
- Explore case studies of how other businesses in Ireland and across the globe including accountants, consultants, designers, photographers and retailers are leveraging the use of social media
- Discover free and low cost resources to get you started in integrating new media and social media marketing into your marketing and communications plan.

## 9 ESSENTIAL STEPS TO START MARKETING ONLINE

So you know you want to build your brand online, but perhaps you are not sure where to get started?

How will your website or business blog fit into your overall marketing plan? And how do you know what to ask your web designer to create for you?

In this workshop we will cover the 9 key essentials to de-mystify online marketing (sometimes called digital marketing). The programme is especially relevant if you are setting up a new business or perhaps have had a website that you find is not delivering the results you expected.

You will explore case studies of how other businesses in Ireland and across the globe including accountants, consultants, designers, photographers and retailers are growing their business with an effective presence on the Internet

This is a highly practical workshop and provides a non technical overview of why and how we should build our presence online if we want to win in a competitive and global economy, even if you have a bricks and mortar business.

In this seminar you will:

- Discover the new rules of marketing in a globally connected and competitive economy
- Learn how online marketing fits into your overall marketing plan
- Understand how customers search online and how you can identify what they are looking for
- The keys to an effective website and working with your web developer
- The anatomy of an effective website – do's and don'ts so that you present a professional presence on the web
- Guidance for enhancing the readers experience of your online copy including the importance of headlines, fonts, colour and layout
- Tips to writing web copy that sells – attracting the search engine robots and customers
- Guidance on attracting relevant and valuable links to your website to increase your search engine rankings
- Tracking and analysing your web traffic and using the information to enhance your business results.

## 5 KEYS TO BUILDING BUZZ AND BOOSTING PROFITS

Are you wondering how to attract more profitable and qualified leads to your business but have a limited budget?

Perhaps you don't feel confident marketing your business?

Or perhaps you are wondering how to market your business without having to spend a fortune on advertising and trade shows which you know from experience have not realised a return on investment for your business?

In this workshop you will discover:

- The three key marketing strategies that every entrepreneur and marketing manager needs to master to ensure profitable growth
- Why becoming digitally distinctive and being found online is critical in the age of the Internet (even if you are bricks and mortar business) and how to get started even if you don't have a website
- How you can identify if you are delivering services and products that your customers need, want AND are prepared to buy
- Where you are leaving money on the table and what to do about it
- How to quickly and cost effectively access research what your customers want to buy and why you should monitor feedback about your products and services
- 5 actions that you can implement quickly, easily and inexpensively to attract more leads to your business.

**NOTE:** We also offer a one day 'Marketing Tune Up' programme where the curriculum is extended and focuses on how to market in a recession.

## **I HAVE A WEB SITE – BUT NOW WHAT?**

Great you have a website or business blog. But perhaps you are finding it's not delivering the results you expect?

In today's world small businesses are concerned about how to market their business without having to spend a fortune.

In this workshop you'll discover strategies that more than 95% of small businesses are ignoring when it comes to building an effective presence on the web so that they are failing to attract traffic and then convert that traffic to leads and customers.

NOTE: Attendees should have attended the 'New Rules of Word of Mouse Marketing' or be familiar with the basics of search engine optimisation before attending this workshop.

In this seminar you will discover:

- Strategies for driving traffic to your website and how to integrate your online marketing plan into your offline marketing programme
- The importance of landing pages in enhancing the conversion of traffic arriving to your website
- The importance of having an opt in offer on the web to capture leads from your prospects
- How to cost effectively implement an email marketing programme and best practice tips for your online newsletters
- Why small businesses are turning their attention to business blogs and online video to improve the customer experience and to increase their search engine rankings
- How to integrate word of mouth marketing into your website so your website visitors refer you to their friends and colleagues
- Why you should consider adding customer testimonials and integrate customer feedback to boost your online sales.

## **TUNE UP YOUR MARKETING**

### **A One Day Workshop On How To Market In a Recession**

In today's world small businesses are concerned about how to market their business without having to spend a fortune on advertising and trade shows which do not always provide a return on investment for the business.

This workshop provides a guide to marketing your business on a limited budget but at the same time you will ensure your marketing activities have great impact and success.

The objective of the workshop is to share simple and effective marketing activities to boost your sales in a downturn economy.

In the workshop you will discover:

- The three key marketing strategies that every entrepreneur and marketing manager needs to master to ensure profitable growth
- Why becoming digitally distinctive and being found online is critical in the age of the Internet (even if you are bricks and mortar business) and how to get started even if you don't have a website
- How you can identify if you are delivering services and products that your customers need, want AND are prepared to buy
- Where you are leaving money on the table and what to do about it
- How to quickly and cost effectively access research about what your customers want, need and are prepared to invest in
- Why you should monitor feedback about your products and services and how to use that information to increase sales
- How to identify your irresistible offer so that you attract a steady stream of customers to your business
- How to create effective marketing literature, reviewing your business card, marketing brochure, adverts and website (attendees will be encouraged to bring samples of their own literature with them) so that you avoid the key mistakes that 97% of businesses make in their marketing
- Tips to attract repeat sales from your current clients
- How to access and use client attracting testimonials from your current clients and customers providing social proof about your business so you attract more referrals and new business opportunities
- How to develop a marketing plan for your business to implement in the year ahead.

## **SOCIAL NETWORKING FOR BUSINESS MASTERCLASS**

In today's connected world, many of us recognise the importance of networking as an important element of securing that next career move or to attract more clients.

Increasingly, many professionals are now turning to new networks, not just face to face professional associations and Chamber of Commerce events or other face to face networking meetings. There has been a dramatic change in how many business people network and are creating new opportunities for themselves and their businesses by networking online.

But how do you identify the networks that will be appropriate for you so you don't spend endless and wasted hours at the computer?

How do you get started?

And what are the rules of networking online and how are they different to networking face to face?

Well search no longer as you can now discover the secrets of online social networks and how to leverage them for professional and career success in this Social Networking Masterclass.

In this workshop you'll discover:

- Why as a business professional in the 21st Century you must develop and proactively manage your personal brand online through professional social networking sites
- How to enhance your online reputation with a professional profile
- The appropriate social networking community to join – from LinkedIn to Twitter, from Facebook to forums, from MySpace to blogs
- Insights into how to determine your social networking goals and how to measure the effectiveness of your online social networking plan
- Guidance on creating and growing your own online social networking community
- Actions you can take to nurture your network online
- How to decide who to connect to and who not to connect to
- Where your online networking strategy fits into your business development plan or career development plan
- Online etiquette and how to network safely and without risk to your online identity
- Three actions every executive or business leader must take if they want to ensure that they get the most out of social networking for their business and professional success
- How to leverage your professional profile on social networks to attract more prospects, profits and personal success.

## **LINKEDIN FOR BUSINESS MASTERCLASS**

So you have heard about LinkedIn as THE place to be for networking online for professional and personal success. Perhaps you have even uploaded your profile?

But are you wondering what you should do next?

Well search no longer as you can now discover the secrets of LinkedIn and how to leverage it for professional and career success in this LinkedIn Masterclass.

In this workshop you'll discover:

- Why as a business professional in the 21st Century you need to seriously consider developing and nurturing your personal brand online through professional social networking sites such as LinkedIn
- How to enhance your online reputation with a professional profile on LinkedIn, exploring the anatomy of a LinkedIn profile
- Actions you can take to nurture your network on LinkedIn
- How to decide who to connect to and who not to connect to
- Where your online networking strategy fits into your business development plan
- Online etiquette and how to network safely and without risk to your online identity
- Three actions every executive or business leader must take if they want to ensure that they get the most out of LinkedIn for their business and professional success
- How to leverage your professional profile on LinkedIn to attract more prospects, profits and personal success.

## **FACEBOOK FOR BUSINESS MASTERCLASS**

So you have heard about Facebook and that it's not just students that are developing their online network there. But did you realize that REAL BUSINESS is being done on Facebook?

Perhaps you have already created your own profile on Facebook?

But are you wondering how leverage your Facebook profile for your business to generate more connections, build relationships with customers and even boost your profits?

You might be wondering how to develop your personal brand or that of your company on Facebook and if you really need to engage in all the Facebook requests and invitations?

Well search no longer as you can now discover the secrets of Facebook for business and how to leverage it for professional and career success in the Facebook For Business Masterclass.

In this workshop you'll discover:

- What types of businesses are using Facebook and what kinds of potential customers and consumers you will find there
- How to develop your profile on Facebook that you are engaging and social yet is still professional
- Actions you can take to nurture your network on Facebook and how to decide who to connect to and who not to connect to
- How to ensure that your online Facebook networking strategy supports your business development plan
- Actions you can take so you don't have to spend all day every day on Facebook yet still effectively nurture and engage with your network
- Best practice in using Facebook pages, groups, applications and ads to build a community and profit for your business
- Three actions every executive or business leader must take if they want to ensure that they get the most out of Facebook for their business and professional success
- How to leverage your professional profile on Facebook to attract more prospects, profits and personal success.

## **TWITTER FOR BUSINESS MASTERCLASS**

Have you heard about the micro engagement revolution? Where all it takes is 140 characters to build a community of brand ambassadors who become raving fans and who will help you attract great business opportunities – from new clients, referrals, strategic alliances and even media opportunities.

One of the most popular platforms for micro engagement is Twitter, a free platform which now has hundreds of additional free applications to help you be effective and efficient in your micro engagement communications.

But are you wondering where to get started with Twitter or other micro engagement platforms? Or perhaps you are unsure how to build a community and are wondering what information might be relevant? Or perhaps you are hesitant from jumping into the Twitter conversations as you are unsure of how to manage brand and your reputation in just 140 characters?

In these workshops we cover Twitter for business and how to leverage it for professional and career success.

In this workshop you'll discover:

- What types of businesses are using Twitter and what kinds of potential customers and consumers you will find there
- How to develop your branded profile on Twitter that you are engaging and social yet is still professional
- How to build a community of brand ambassadors and raving fans who not only purchase your products and services but also refer you to others in their network
- Key Twitter applications that will help you in extending your reach across the web without having to spend hours glued to your computer
- Case studies from businesses who are growing their business in just 140 characters
- How to ensure that your online Twitter networking strategy supports your business development plan
- Actions you can take so you don't have to spend all day every day on Twitter yet still effectively nurture and engage with your network
- How to leverage your professional profile on Twitter to attract more prospects, profits and personal success.

## **BUILD YOUR BRAND ONLINE WITH A BUSINESS BLOG**

So you have heard about business blogs and that some businesses are achieving great results in terms of boosting their business online with a blog.

But how might a business blog be relevant for your business? How do you get started? How much will it cost? And what should you blog about?

In this workshop you'll learn why authoring a business blog is a platform for boosting your visibility, reputation and profits online.

In this workshop you will discover:

- Why business blogs are becoming popular and what kinds of businesses in Ireland are using business blogs
- Best practice case studies business blogs and the anatomy of a business blog
- How to overcome the fear of business blogging and creating your business blogging guidelines
- Tips for authoring an effective business blog
- How to determine your content strategy for your business blog and integrating it into your marketing and communications plan
- The different publishing options for your business blog
- How to market and raise the profile of your blog so that you increase traffic to your site
- How to build a community of customers, prospects and fans
- Tips for leveraging your blog to further expand your business success
- Guidance on measuring the effectiveness of your business blog and evaluating your business blogging success.

**NOTE:** We also provide extended programmes incorporating action based learning providing all attendees with a free trial blog set up for them to use so that they can learn how to author their business blog. At the end of the programme there are a variety of options available to attendees so they can export the content of their business blog articles to their own stand alone blog or a blog which is an integral part of their website.

## **MONITORING AND MANAGING YOUR REPUTATION ONLINE**

You are probably aware that it is now easier than ever for people to talk about your business online – from prospects to clients, from business partners to competitors.

But are you aware what they are saying? How do you find out what they are writing? How should you respond? And how can you make sure that you use the conversation to your benefit?

From blogs, social networks, online newspapers to forums, we now have the opportunity to express our opinion about the products and services we buy – and that opinion can be accessed by anyone anywhere in the world through a click of a mouse.

In this workshop you'll discover:

- The implications of living in a digitally transparent world
- Case studies of businesses which have been impacted through negative word of mouse
- Guidance on the content of your online media room
- When, how and where to monitor your reputation on line
- How to respond to people writing about you online – in good times and in bad
- Case studies, learning and leveraging the feedback about your products and services online
- Creating your online reputation action plan.

## **BOOST YOUR BUSINESS WITH AN EZINE**

Are you making the same mistake as 97% of other businesses? The mistake of failing to build your list of potential clients and marketing your business through an online newsletter or ezine?

Perhaps you have been considering writing a newsletter but are not sure how to get started?

Publishing your own ezine helps you inexpensively and effortlessly build word of mouth about your business, create new streams of revenue, help you sell more of your products and services and provides you with an easy way to keep in touch with your customers and clients.

In this workshop you'll learn why publishing a newsletter for your business will help you attract more prospects and more profits to your business.

In this workshop you will discover:

- How to determine the relevant content for your ezine
- The simple formula to determine your content strategy for your ezine
- How to repurpose your ezine and un-lock new sources of revenue
- Tips for building your mailing list quickly and easily and without buying a data base
- How to integrate your ezine with your marketing and communications plan
- How to select the right newsletter software for your business without breaking the bank.

## **WRITING WEB COPY THAT SELLS**

Whether you have a website, a business blog, an online newsletter or actively participate in social networks, have you realised that every word that you write online will influence the visitor to your site or professional profile to take action – or not?

Writing online copy is both an art and a science, but it is also a skill that you can develop.

In this masterclass you will learn practical guidance that will help you become more effective with your words online – and if you don't want to write your own copy, you'll access insights so you know how to evaluate the copy that your webmaster, marketing manager or team member writes for you.

In this workshop we will cover the fundamentals of writing web copy that will help you enjoy greater success online.

In this workshop you'll discover:

- The difference between writing online copy versus offline copy
- The fundamental rules of writing web copy that sells
- Guidance for enhancing the readers experience of your online copy including the importance of headlines, fonts, colour and layout
- A simple blue print that will make writing web copy easier than you might have expected
- The anatomy of online copy for sales pages
- Tips for writing that is relevant for your readers and the search engine robots
- How to write a compelling call to action so that you turn visitors into customers.

## **MEDIA MASTERCLASS**

Have you ever wondered how your competitors have managed to build their profile in the media?

Would you like to see your name in print in the national newspaper, be a guest on the radio show that your ideal clients listen to or even enjoy 15 minutes of fame on the TV?

And are you aware how you turn that increased visibility in the traditional media into business opportunities?

Or perhaps you'd like to be featured in the major press and journals without having to pay advertising fees or hire a PR consultant if your budget is limited?

In this workshop you'll discover:

- What researchers, journalists and the media are looking for when they are seeking out an expert for their newspaper or programme
- How to increase your business profile and build valuable relationships with journalists and editors
- Guidance on writing and distributing a press release to attract media attention
- How to identify the appropriate media outlets where you will find your clients
- Tips for avoiding the biggest mistakes when dealing with the media
- The secrets to becoming a trusted resource so that the media continue to contact you as a source for information and commentary – time and again
- How to prepare for your guest appearance or interview with a journalist
- How to leverage your appearance in the media enhancing your reputation and creating more business opportunities.

## **HOW TO PUBLISH AND MARKET YOUR BUSINESS BOOK**

Have you an aspiration to see your name in print as a published author? Having a business book is the most effective marketing brochure or business card you could have.

Over 80% of people want to write a book, yet very few actually achieve that goal.

A business book establishes you as an authority in your field and can help you effortlessly attract more clients. It can also create a new stream of revenue for your business.

In this workshop you'll discover:

- The different options available to you if you want to be a published author – from ebooks, to self published books, to traditional publishing options
- How to identify the book that's inside you that will help you leverage and grow your business
- What traditional publishers look for before signing you as an author
- Ways to create the content for your business book quickly and easily
- How to write your business book so that it helps promote your business and attract more leads
- How to leverage your position as an author even before you have finished authoring your business book
- Guidance in developing the marketing plan for your book so that you boost your book sales.

## **PROMOTING AND PROFITING THROUGH INFORMATION PRODUCTS**

**(THIS PROGRAMME IS ESPECIALLY RELEVANT FOR SERVICE BASED BUSINESSES)**

Are you finding it challenging to create new leads to your business?

Would you like to serve more clients and create more profits but in less time?

Well, this really is possible – providing you create your own signature branded information products empire: from white papers to ebooks, from audio CD's to ecourses

In this workshop you'll discover:

- Why building your signature information products empire is critical for your success in attracting more leads and new profit streams for your business
- How information products can leverage your knowledge and intellectual property and create new streams of revenue for your business
- The 7 biggest mistakes you can make when creating your information products empire
- The blueprint of the 7 key stages to creating your information product
- Proven no cost and low cost strategies to market your information products.

## **PROFITING FROM TELESEMINARS, WEBINARS AND PODCASTS**

If you are like many business leaders, telephone sales is something that leaves you cold!

However, have you ever considered how you could use the power of your voice through a phone line to attract more sales and increase the profits of your business?

And the only technologies you will need are two things you have already in your office – a phone line and a computer.

From teleseminars to webinars (programmes delivered over the web) to podcasts delivered to someone's MP3 player or streamed from the web, you can provide information that your prospects and customers will value, will increase your reputation and which you can also leverage into new streams of revenue.

In this workshop you'll discover:

- Why teleseminars, webinars and podcasts are effective marketing tools and how they can enable you to improve conversion of new clients, increase profits and assist you in delivering enhanced customer service
- Cost effective platforms and what the best option is for your business
- How to determine the relevant content of your programme
- How to structure your content so that you deliver programmes that your attendees will rave about and in turn attract more delegates and listeners
- Guidance on marketing your programmes and attract more registrants than you thought possible
- How to leverage your teleseminars, webinars and podcasts creating new streams of revenue and profit.

## **CAREER TUNE UP - MANAGING YOUR CAREER IN A RECESSION**

As a business leader or senior executive you are focused on developing and implementing business strategy so that your company wins in an ever challenging market place.

But do you really take the time to think and act strategically in your career?

What potential opportunities could you uncover and career success you could achieve if you were to apply your expertise in nurturing and developing the brands, products and services you work with to building your own career?

At this time when there is a challenging economy and there are changes in the workplace it is critical that we proactively manage our careers.

This programme is for business leaders or executives who are serious about expanding their professional and career success.

You might be in a situation where your organisation is restructuring and you are unsure of the next steps you want to take.

Or perhaps your career has stagnated and you realise that this is the year you want to make a significant change – you may even considering starting your own business.

You know that you would benefit from coaching and mentoring support but you are not sure you want to invest in an extended programme over several months, or perhaps you need assistance immediately as you have some important decisions to make in the next month.

That is where this programme will assist you.

In this workshop we'll cover:

- A review of your vision, purpose, values and passions that become a set of guiding principles to keep you on track for greater success and stop you from getting distracted or unfocused
- Evaluate your current situation and the options available to you
- Review your current personal marketing communications materials including your resume, personal business card and professional profile to ensure that it showcases your achievements and aspirations
- Analyse the key stakeholders for your success and develop a plan to engage the support of key influencers who can support you in the year ahead
- Review your digital footprint and how you are using online social networks which are now becoming essential elements of your personal marketing and communications plan (for example LinkedIn) to become digitally distinctive and providing you with online personal branding tips so you stand out from the crowd and recession proof your career through new media and social networking strategies
- Establish the actions you need to take and establish how you will track success to achieve your career plan including a personal marketing and communications plan.

**NOTE:** This programme can also be delivered as a one to one coaching and mentoring programme for business leaders and executives.

## **PERSONAL BRANDING AND THE NEW RULES OF CAREER SUCCESS**

As business leaders you are focused on developing and implementing business strategy so that your company wins in an ever challenging market place.

But do you really take the time to think and act strategically in your career?

What potential opportunities could you uncover and career success you could achieve if you were to apply your expertise in nurturing and developing the brands, products and services you work with to building your own career?

Well we can - through learning how to develop and express our own personal brand.

Personal branding is a revolution in the way we manage our careers, clarifying and communicating what differentiates us and enhancing our impact in the workplace so that we expand our career success.

In fact these same strategies are now being used by FTSE 100 and Fortune 500 companies as part of their internal career management and talent development processes.

In this seminar you will discover:

- An Introduction To Personal Branding – the origins of personal branding and why it is relevant for your professional success in the 21<sup>st</sup> century workplace
- Defining The Essence of Your Personal Brand – the steps you must take to define our personal brand
- Expressing Our Personal Brand – how do you make sure that everything you do is on-brand and consistent with our personal vision
- Getting Known Now – the three keys to an effective personal marketing plan
- How To Become Digitally Distinctive – online personal branding tips so you stand out from the crowd and recession proof our career through new media and social networking strategies.

## **TALENT MANAGEMENT STRATEGIES IN A TURBULENT ECONOMY**

With the challenges of remaining competitive at a time of a contracting economy, increased globalisation and changing workforce demographics, there has never been a more critical time for us to understand how our people can be a critical source of differentiation and help us deliver shareholder value.

Economic turbulence means that we must look to tighten our belts, and while being prudent can impact the bottom line in the short-term, it can also result in hindering future growth once the economy stabilises.

This means you need to have a well thought out approach to the talent agenda at a time of economic uncertainty.

In this workshop you will discover:

- The essence of a compelling and magnetic employer brand and why it's critical to support your talent agenda
- Case studies of organisations who are successful in developing their employer brand to win the war for talent
- How the multi generational workforce is changing the way you need to communicate to engage our people
- Actions you can take to express your employer brand through all communications channels using traditional and leading edge (yet low cost) social media and Web 2.0 solutions so that you attract, retain and engage the talent you need to deliver your business strategy.