



**Title**

YOU the Brand I  
(Factor of success  
personality)

**Duration**

2-3 Days

**Objectives**

In this seminar you can again get closer to your identity, experience it, meet the true YOU. You experience how you really are and get a better understanding of your personality.

Besides you discover your conscious and unconscious behaviour patterns, are able to recognise constraints and preventions and decide which to keep or to give up.

You recognise the higher value added using your personality and use it during your daily work.

**Content**

- Brand theory / importance
- YOU the brand:  
Development of awareness of own self-concept
- Develop own traits, own brand
- Sharpen key skills
- Development of your filter, barriers and what prevents you
- Broaden the forms of expression of your own personality
- Awake your brand, your authenticity, your personal strengths in your everyday life

**Target Group**

Executives and all that are interested in their personality, their brand, their identity and the development of their personality.

**Comments**

No basic knowledge required.