



## Title

YOU the Brand 2  
(Self-orientation and aims)

## Duration

2-3 Days

## Objectives

In this seminar you can keep on modelling your brand, your YOU, your identity towards where you want them.

You'll get close to your wishes and aims and are able to arrange your identity goal-directed.

You will become the creator of your YOU and your life.

## Content

- Develop and exercise the power of your wishes and needs
- Develop your aims consistent with your brand
- Determination of your aims
- Focus yourself on the aims:
  - What can I strengthen?
  - Whereon do I have to pay attention?
  - How and where can I advance?
  - How can I be supported by my work and how can I play an entire part in it?
- Life's planning

## Target Group

Executives and all that are interested in the development of their brand towards their aims.

## Comments

Basis for this seminar is part one „YOU the Brand 1“.