



Building confidence,
effective communication,
improving performance!

THE **POD** CONSULTANCY

Helping you to invest in yourself!



Brand**YOU**
it's personal

A full day personal planning and development workshop. It is designed exclusively for you to take time out of your busy life to focus on **YOU!**

"The future depends on what you do in the present."(Ghandi)

About the Program

This is a very practical hands on program!

BrandYOU It's Personal is the foundation building block for individuals wanting to extend and develop themselves. The following quote emphasises this point "You are your own greatest asset so you must invest in yourself."

In today's environment it is essential for you to know what your strengths and weaknesses are, be able to articulate who you are, what you represent and what value you bring in a concise and succinct way. The BrandYOU It's Personal program will help you to do this in a structured yet simple manner. The program is aimed at helping you to become more self aware which in turn helps build confidence levels. It also increases the options that are open to you and helps you manage any self-limiting beliefs. When asked the following questions what would you answer?

- » Do you feel confident in yourself and what you do?
- » Do you know your value and how to communicate this effectively?
- » Have you ever tried to identify your unique qualities?
- » Do you know what you want, need or value (in life / for your career)?
- » Do you know what you believe in, what you have to offer and what's important to you?
- » Have you ever set goals across all areas of your life?
- » Have you ever completed a personal SWOT analysis (strengths, weakness, opportunities, threats)?

Any "NO's"? It is important that we take time out and invest in ourselves.

The BrandYOU It's Personal program can provide answers to the above questions in four simple steps. It will improve performance, increase confidence levels and help communicate value to family, friends, colleagues, clients and management.

The 4 phases of BrandYOU *it's personal*

1. **Self Reflection**
2. **Transferable Skills**
3. **SWOT Analysis**
4. **Personal Value Proposition**



When you invest in YOU then everyone and everything, including YOU, will benefit!

Testimonials

To see what some of previous participants have thought about the program please visit: www.podconsultancy.com.au

What's in it for **YOU**...

You will be taken out of your comfort zone!

You will be stimulated and energised!

- » You will walk away with practical tools and tips to use in your personal and your business life.
- » You will become more self aware; this will help build your confidence levels, increase the options that are open to you and help you manage any self-limiting beliefs;
- » You will develop your presence and the impact that you have on others;
- » You will be more assertive, state what you want, what you need and the costs of not getting them;
- » You will understand the importance of managing your career and your personal brand, which is 100% your responsibility;
- » You will evaluate what you are passionate about, your skills and your values, and then be determined enough to take action.
- » You will walk out with a basic value proposition that you will be able to continually refine.

Program Options

Full Day Public Workshops

Time: 9.00am to 4.30pm

Group Size: 10 participants (maximum)

Investment: \$495 (per person, including GST)

This includes:

- » A comprehensive manual
- » morning tea
- » light lunch
- » afternoon tea, and
- » each participant has the option of a one hour post workshop complimentary coaching session in person or over the phone depending on location.

Please visit www.podconsultancy.com.au events for full details on when the next program is going to be delivered.

Corporate Package Workshops

Please contact Shirley Anne Fortina to discuss the various corporate package options that are available.

Individual Package 1 : 1 Sessions

Please contact Shirley Anne Fortina to discuss the various individual package options that are available.

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The Program Designer & Facilitator...

Shirley Anne Fortina

Shirley Anne Fortina is the principal of The POD Consultancy and a facilitator, trainer, business development coach, speaker and author of "Women in Business" edited and published by The ARK Group Australia.

Shirley Anne has significant experience in building and developing strong relationships on a cross-firm basis with colleagues, existing clients and potential clients. She has over 20 years of experience predominantly in the banking and finance sectors across a broad range of companies and industries, in three countries South Africa, England and Australia.

Shirley Anne has spent the past four years working in the professional services area where her key focus has been strategic planning, strategic business development, facilitation and client relationship management (both internal and external). Shirley Anne has developed the program called BrandYOU It's Personal which is focussed on building confidence, effective communication and improving performance.



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it's personal

To register & for more information...

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