



Building confidence,
effective communication,
improving performance!

BRANDYOU IT'S PERSONAL

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)

THE **POD** CONSULTANCY

Helping you to invest in yourself!

This is a very practical hand's on program!

About the 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.

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

The 4 phases of BrandYOU *it's personal*

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



Testimonials

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

THE **POD** CONSULTANCY

Helping you to invest in yourself!

You will be taken
out of your
comfort zone!

You will be
stimulated and
energised!

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

- » 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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Helping you to invest in yourself!

Broad Business Experience

Shirley Anne Fortina is an accomplished communicator, facilitator, trainer and business development coach. She develops rapport easily and relates quickly to the specific outcomes you seek so you get the results you need.

With more than 23 years of international experience Shirley Anne has developed a valuable understanding of the different drivers and challenges facing professional services organisations. Shirley Anne has been exposed to many different types of systems, processes, management structures, cultures and people and can assist clients with:

- » Strategic business development planning and implementation
- » Client management and relationship building
- » Facilitation, leadership, coaching and formal training
- » Negotiation, preparation, presenting and closing of new business proposals
- » Risk management and compliance



Shirley Anne is an accredited Click! Colours trainer. Click! Colours help people identify and understand different personalities. Individuals and teams use Click! Colours tools to maximise their potential, boost relationships and improve both personal and team performance.

Shirley Anne co-authored a report called 'Strategic Internal Communications: Boosting corporate culture, productivity and profitability'. This report examines the barriers to effective communication and provides best practice tools, tips and guidance to help you deliver communications that foster a productive, engaged and profitable workforce.

Our Clients

The POD Consultancy has a number of clients across a broad industry base:

Small Medium Enterprises (SMEs)

Focused facilitation for business development and strategic business planning.

Professional Services & Mining and Resources

Legal, accounting, engineering and mining & resources organisations have engaged The POD Consultancy to deliver a number of tailored programs and facilitated workshops and meetings on the topics of strategy, business development and team building.

THE **POD** CONSULTANCY

Helping you to invest in yourself!

The POD Model

- » Keeping you and your business focused with clear vision, values and purpose
- » Using a solid foundation of effective communication to focus on your people, your clients and your organisations' outcomes
- » Embracing paradigm shifts & Kaizen (continuous improvement with small steps) approaches to people, clients, processes and finances



*People + Attitude + Skills + Process
= Opportunities & Development*

What makes POD different?

Our energy, commitment, enthusiasm, communication, follow up and follow through, hands on approach, flexibility, and our focus on relationships.

Contact us today

Find out more about other services we offer.

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