

# PROFESSIONAL CONFIDENCE PACKAGE FOR TEAMS

Develop your Team's  
Personal Brands to  
demonstrate value...  
and a Culture of Confident  
Communicators who build  
trust with stakeholders.

Guided by an Australia-wide speaker, author & expert in personal branding for professional services, this simple program combines New Work Consulting's most requested workshops and development points into an easy-to-implement package.

- 3 workshops to set a foundation you can run with.
- Quarterly team check-ins to keep you on track with implementation throughout the year.

A time-efficient solution to build your team's communication skills, confidence & accountability, to promote business growth.

NEW WORK  
CONSULTING

## 3 WORKSHOPS IN 3 MONTHS:

### WKSHP 1

#### PERSONAL BRAND PLAN

Team develops confidence in articulating the value they bring to stakeholders

Personal Brand Goal Setting

Personal Brand Profiling

Positioned Bio

LinkedIn Profile Refresh

Positioning Statement for Introductions

### WKSHP 2

#### THOUGHT LEADERSHIP & VISIBILITY PLAN

Team develops confidence in building thought leadership and visibility with online content

Start from Growth Goals

LinkedIn Best Practice for Professionals

LinkedIn Team & Individual Content Plans

Other Thought Leadership & Visibility Platforms

Set Thought Leadership Targets & Schedule

### WKSHP 3

#### RELATIONSHIP BUILDING PLAN

Team develops a confident culture & process for pro-active relationship building & business development

Define Target Audience Segments

Practical Networking Conversation Techniques

Successful Introduction & Meeting Requests

Plot Steps in Network-Building Flow

Set Network Targets & Schedule

## + 4 X QUARTERLY TEAM CHECK-INS

Keep your team on track and accountable in quarterly 1-hour supported review sessions

Total Investment: 3 payments of \$2200 + GST