



09 Defining a life theme from the  
lifeline

PUT IT INTO PRACTICE



My life theme



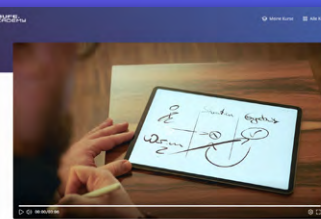
05 course intro

#### The influence of your past

You have now completed the first chapter. You now know that our past has a considerable impact on our present, and particularly on our future. Identifying your life theme or themes has helped you to maximize your past to do so. That's important if you want to function as a brand! Because, as you now know, there is no future without a past.

Once again, the cheat sheet gives you an overview of the key points in this chapter. Feel free to add your key takeaways so that you'll always have the main messages to hand.

Download



08 Communicate the degree of

## E-Learning

# Personal Branding – the leader as a brand

### Relevant, practically oriented, to the point

- 103 Learning Contents
- Video Nuggets
- Action Tips
- Put it into Practice
- Cheat Sheets
- Bring your own project
- Learn more
- Optional coaching available after course completion

Total duration: approx. 5 hours

Languages:

Price details: € 190,- excl. VAT

Booking number: 31209

**To Product**

### Main Topics

- The power of the life theme for one's own personal brand
- Intrinsic motives and their importance for leadership and communication
- Giving visibility to one's own values and needs
- The personal why as the big picture for one's own personal brand
- Sharpening the role and the mission in one's own function
- Developing self-management competences
- Setting the scene for authenticity and visibility internally and externally

### Target Group

Leaders of all levels who are looking to move up the career ladder in the next few years. Also for those who aspire to a leadership position, strive for influence and development and are success oriented.

### Experts

As a pioneer in personal branding, Ben Schulz provides extensive expertise and practical insights. For years, he has successfully guided companies and managers as well as influential personalities in the areas of strategy, positioning, identity and marketing.

### Our promises



Attractive  
team discounts



Access to up-to-date  
content



First-class certificate  
on completion



Team Management  
Cockpit included



Integration in Learning  
Management system  
possible



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