



# The Brand of You™

An IBF Accredited Program by Eagles Flight Asia



1 full day or  
2 half days



Pre & Post Session  
Activities



Assessment and  
Statement of  
Attainment (SOA)



7.5  
Hours CPD



15-25 Financial  
Leaders, Business  
Unit Heads & Mid/Sr.  
Management



Available virtually  
or in-person

## Don't be invisible. Be seen, be noticed, and be heard.

You owe it to yourself and your company to be your best self. But how are you perceived by your peers and customers? And how does this align with what you want others to think of you?

Managing perceptions is crucial in establishing trust, and trust is the bedrock of success in the financial and investment industry. Underestimate it at your peril. It is crucial in relationships with customers, career advancement and overall success.

You may have seen it in action in others. Financial Practitioners who stand out in the work environment. They have an X-factor. A presence. People who seem to have a clear voice, a steady head, a personality that engages and a halo of confidence that follows them around.

These are the Financial Practitioners who know how to shape and manage their personal brand.

**The Brand of You™**. They don't leave it to chance. They work on it, design it and unleash it for better performance.

But what about you? Have you ever thought about your personal brand? Or is it seem something you feel is out of your reach? An impossible task? There are certainly a lot of barriers that get in the way of building a personal brand: biases, unfair perceptions and social norms. And then there's the 'invisibility' factor. Most people are wallflowers. Just another faceless blob in a crowd of peers. Indistinguishable.

But you can change that. **The Brand of You™** will ensure you are seen, noticed and heard in the financial industry. We'll show you how to set yourself up for success through what you know, what you show and what you do.

## The Outcome

After attending **The Brand of You™**, leaders will be equipped to dramatically improve their personal performance.

- Shape your personal branding.
- Understand the importance of speaking truth to power.
- Integrate the Know-Show-Do model to improve personal effectiveness.
- Match intention against action to review productivity.
- Analyze own competency for areas of improvement.
- Understand intrinsic motivation for personal excellence.
- Develop personal brand with the identified stakeholders.

## Not Your Ordinary Learning Experience

An Eagles Flight experiential learning program is unlike anything you or your participants have seen before – it's not another lecture, case study, or role-play. It's an immersive, learn-by-doing experience, where the learning is embedded in an engaging activity. Why do we do this? It allows participants to simply be themselves in the experience, and act as they normally would at work. This is where true behaviour change begins.

By personally experiencing the results that come from applying their existing behaviours, participants see the link between their performance in the experience and the changes they need to make to maximise performance at work. A powerful debrief reinforces the lessons learned in the experience and shows how to apply those lessons back on the job. New competencies are developed, learnings are retained, and individuals are more likely and better able to enthusiastically apply their new knowledge to improve their day-to-day performance.



*This programme has been accredited by The Institute of Banking & Finance (IBF)*

The Brand of You™ is accredited by The Institute of Banking & Finance Singapore (IBF) under the Skills Framework for Financial Services, and is eligible for funding support under the IBF Standards Training Scheme (IBF-STs), subject to all eligibility criteria being met.

**Find out more on [www.ibf.org.sg](http://www.ibf.org.sg)**

Left with questions?

Wondering what a partnership could look like?

**Give us a shout!**

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