

The „I“ brand. self-marketing for women.

Workshop agenda
22.-23. November 2022

FIRST DAY (9:00 a.m. to 5:00 p.m.)

Welcome and introduction

Leaving a positive first impression

- ▶ Rhetoric fundamentals for compelling presentations
- ▶ Learn about the structure of a compelling presentation
- ▶ **1st presentation:** Market yourself convincingly
- ▶ Feedback discussion and video analysis (individual coaching)

Remembering names & small talk

- ▶ Learn and use techniques that make remembering names easier
- ▶ Learn about and use the do's and don'ts of small talk
- ▶ From small talk to big talk

Identifying and accepting one's own resources

- ▶ Identify your professional and personal strengths
- ▶ Provide feedback to others about their strengths
- ▶ **2nd presentation:** Confidently describe your strengths and talents
- ▶ Feedback discussion and video analysis (individual coaching)

Summary, knowledge transfer & outlook

SECOND DAY (9:00 a.m. to 5:00 p.m.)

Welcome, review of day one, introduction to day two

Developing a plan for your professional future

- ▶ Review your goals for your professional future
- ▶ Discuss different career paths
- ▶ Identify strengths and talents with respect to these career paths

Gender-specific communication

- ▶ Learn about gender-specific communication characteristics
- ▶ Learn how „female body language“ is perceived by men
- ▶ Learn to read male non-verbal communication

Convincing self-marketing

- ▶ identify platforms for self-marketing
- ▶ Develop an elevator pitch
- ▶ **3rd presentation:** Convincingly present your elevator pitch
- ▶ Feedback discussion and video analysis (individual coaching)

Clever networking

- ▶ Identify and develop new options for targeted networking
- ▶ Learn about proven networking strategies and apply these to your own individual situation
- ▶ Create your own networking master plan
- ▶ Strategy game to practice using strategic networking

Summary, knowledge transfer & conclusion

Your coach



Zarah Speck

Leadership Trainer and Career Coach

Zarah Speck is passionate about personal development. She creates training and academy concepts and helps professionals and managers to develop themselves. Zarah's main objective is for the results of her coaching and training sessions to be incorporated into the day-to-day work of professionals and executives.

In her role as a trainer and a coach, Zarah helps her clients achieve their goals, focusing on the resources, talents, and strengths they already have. "You are valuable as you are," Zarah says. "I want my participants to see their own value and start making a targeted effort to make their dreams and goals a reality. And that's where I come in."