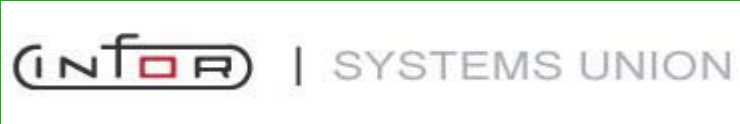


Salma Shah



**BUILDING A CONFIDENT
PERSONAL BRAND**

About Me



Theme

**PERSONAL BRAND
CONFIDENCE**


Big Brand Lessons



Waitrose



TESCO



YOUR M&S



What's His Brand?



Inspiring

Intelligent

Pragmatist

Global Leader

Articulate

Your Brand Values

Professional

Reliable

Creative

Dramatic

Confident

Understated

International

Dynamic

Approachable

Entertaining

Amusing

Knowledgeable

Driven

Distinctive

Assertive

Positive

Serious

Motivated

Enthusiastic

Relaxed

Extrovert

Sophisticated

Well-Mannered

Sensitive

Laid-Back

Kind

Fun

Creative

Thoughtful

Generous

Introvert

Charismatic

Professional

Trustworthy

Innovative

Leader

Successful

Independent

Integrity

Team-Player

Focused

Competitive

Risk-Taker

Data Driven

Influential

Decisive

Building a Confident Brand

Let's Talk Confidence....

Confidence



Where are **you** on the confidence scale?



Understanding Confidence



Learned Response....

“His majesty, the baby”

Freud

Lack of Confidence?

How Can We Begin to Change?

- Belief
- Motivation
- Insight
- Goals
- Practice
- Support
- Reward

Confident People are Not...

- ✗ Bossy
- ✗ Selfish
- ✗ Know - it - alls
- ✗ Loners
- ✗ Inevitably rich
- ✗ Super - achievers

Confident People Do...

- ✓ Love themselves
- ✓ Understand themselves
- ✓ Know what they want
- ✓ Think positively
- ✓ Behave skilfully

Confident People Do...

✓ Behave skilfully

Creating a Distinctive and Visible Confident Brand



Dress & Appearance

Voice

Body Language

Behaviour & Attitude

Etiquette and Manners

Networking and Social Skills

What Are Your Brand Values?

How **muddled** is your philosophy of life?

Are your values at **war** with one another?

The Confident Brand Called 'You'

Each of us has unique gifts and a distinct purpose in life. By connecting to those gifts and purpose, we open ourselves up to greater happiness and material success.

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