



PERSONAL DEVELOPMENT

course offerings

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PERSONAL DEVELOPMENT

PERSONAL DEVELOPMENT	COURSE DESCRIPTION
Building a Personal Brand	<i>To learn how to be the most professional salesperson that you can be.</i>
Maximizing Your Time	<i>learn how to manage your time wisely to stay organized and ensure nothing slips through the cracks..</i>
Managing Stress	<i>Learn how to define stress and explain why effective stress management is important, identify stressors, and utilize best practices to effectively manage stress at home and on the road.</i>
Business Etiquette*	<i>Learn the key steps for exceptional business etiquette and understand how to utilize the various protocols and customs at the right time, at the right place, and for the right purpose to achieve the greatest success in business and life!</i>
Elevator Pitch*	<i>In this course, you will learn how to craft your message to gain the attention of your prospect and not only earn their interest but their desire to do business with you over the competition.</i>
Maximize Your Network*	<i>In this course, you will learn the principles of networking and how to apply them to maximize your network through enriching opportunities for your contacts.</i>
Controlling the Moments of Truth*	<i>Learn how to prepare and communicate to make certain you control the moments that mean the most.</i>
Travel Etiquette*	<i>Learn all about work travel and what is appropriate when and where.</i>



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BRILLIANT PRESENTER	COURSE DESCRIPTION
C.A.K.E.	<i>The first step in becoming a Brilliant Presenter is understanding the C.A.K.E model (Confidence, Authenticity, Knowledge, and Enthusiasm). Take this course to understand how you can unleash each aspect of the C.A.K.E model in your own presentations.</i>
Just a Conversation	<i>Your presentation should feel like a conversation with the audience. Whether your audience is one client or hundreds of people, the second course in the Brilliant Presenter series will help your presentation feel conversational.</i>
Your Story	<i>Facts Tell, Stories Sell. Stories are the most compelling part of any presentation. Take this course to learn how to hone your storytelling to make a greater impact on your audience.</i>
Your Audience	<i>Every presenter strives to connect with their audience. There are a number of ways you can connect with your audience and anticipate what they might be feeling or thinking. Take course number 4 in the Brilliant Presenter series to learn more!</i>
The Outcome	<i>The outcome of your presentation is anything you want the audience thinking, feeling, or doing as a result of what you say to them. Take course number 5 in the Brilliant Presenter Series to learn more!</i>
The Formula	<i>The formula is the final course in our Brilliant Presenter series and ties a nice bow around all the previous courses. Use this formula as the final step in creating a memorable presentation.</i>

