

ShawContract®

What's Your Pixie Dust – Designing Your Personal Brand

IDCEC Course# CC-118602 Designation- General

AIA Course# PB01 Designation- General

Course Credits:

1.0 CEU / 1 LU

Course Description:

In this course, we are going to describe the characteristics of a personal brand, understand the process of designing an authentic brand, illustrate how personal brand impacts professional career development and growth, and develop our own personal brand statements. Once you've developed your brand statements, we will discuss how to manage your brand so that you can build genuine connections, trustworthy relationships, and be the best version of yourself.

Course Objectives:

1. Learn how to describe the Characteristics of a Personal Brand
2. Understand the process of designing an authentic personal brand
3. Illustrate how Personal Brand impacts professional development and career growth
4. Develop your Personal Brand statement