

The leader's Personal Brand: Identity, Values and Talents

Duration: 0,5 day

Audience: Gestionnaire|Dirigeant et cadre

Who is this training for?

Current and emerging managers, leaders and executives.

Training objectives

- Identify your strengths and values as a leader.
- Define your signature, your personal identity as a leader.
- Validate and refine your statement through exchange and feedback.

Summary

Interactive leadership development workshop aimed at helping managers and leaders identify their strengths and values, define their personal identity as a leader and formulate their unique signature. Through a combination of individual reflection, breakout group exchanges and structured feedback, participants clarify what distinguishes them as leaders, strengthens their coherence and aligns their impact with the needs of their organization.

Course outline

1. Welcome and introduction

- Objectives, principles of cooperation

2. Getting started (check-in)

- Mindset on arrival

3. Exploring your leadership posture

- Pride and challenges

4. Understand and define your signature

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Values, strengths, formulation of the statement

5. Validate and refine your identity

- Consistency test and peer feedback

6. Conclusion and next steps

- Key learnings and individual commitments

Approach and methodology

Our approach is experiential and practice-oriented, combining interactive lectures, individual reflection, breakout exercises, structured feedback and plenary discussions to maximize engagement and integration of learning.

Recommendations

Participants are invited to start thinking about their strengths, values and current leadership posture before the training. It is recommended to think of situations where their leadership has had a significant impact, in order to feed the exchanges and the work of clarifying their identity.