

## “Wake up! You are a brand”

### Scope

When you are running from project to project, always on target and learning on the job. You realise you are working hard but are you working on the right projects? The right work for now and the future? Are you learning and growing in the right direction? The direction you and the market wants? When you have limited time and you want to stand still and investigate your position for now and the future, then your best option is a Pressure Cooker Session by Pact.

A strong personal brand helps you in doing your favorite work for now and the future. Networking helps you to stay in touch with your favorite projects, and to do the work you want to do.

Personal branding starts with self-examination. You must be clear about what you would like to achieve professionally and personally. The other side is your experience, your skills and strengths. Self-examination and above all feedback from your peers gives you the information you need to build your brand. Finally there is a need to focus on the market. What is a realistic market proposition for now and the nearby future? We help you overcome your barriers so that you can present yourself in your full power.

Personal branding is not about playing a role. Personal branding is finding your strength, what makes you unique and propagating it. Networking helps you to get and stay in touch with the project and the (internal) clients you want to work with.



## Program

A fast-paced program to develop your Personal Branding skills consisting of:



Module	Content	Time Investment
Practical Assignment	<ul style="list-style-type: none"> <li>• Personal Target</li> <li>• 360° Feedback</li> <li>• Practical Review</li> </ul>	Individual 1 hour
Challenge	<ul style="list-style-type: none"> <li>• Intense Intake &amp; Coaching</li> <li>• Review with Manager/Lead</li> </ul>	Individual 2 hour
2 Sessions	<ul style="list-style-type: none"> <li>• Latest Theory &amp; Best Practices</li> <li>• Skill training with role-play actor</li> <li>• Confrontation &amp; Inspiration</li> </ul>	Compact group 2 x 8 hours (afternoon and evening)
Real-life case	<ul style="list-style-type: none"> <li>• Practical actions</li> <li>• Sponsor–Mentor sparring</li> </ul>	Individual 1 hour On the job
Personal Follow-up	<ul style="list-style-type: none"> <li>• Review of learning and development</li> </ul>	Quarterly / Ever 4 months

## **You**

You are highly educated, operating at an executive level, eager for practical learning and personal development and daring to experiment with different behaviours. You will contact us at [info@pactgroep.nl](mailto:info@pactgroep.nl) for more information and will start as soon as possible.

## **We**

We, Pact, increase the impact of professionals, executives, teams & organizations by (re-)connecting organizational ambitions and personal goals. Short, powerful interventions lead to confrontations and challenges. Thus enabling behaviour and change to be adapted into practice. Learning and performance are therefore in line with each other, encourage self-direction and self-learning of the individual, team and organization.

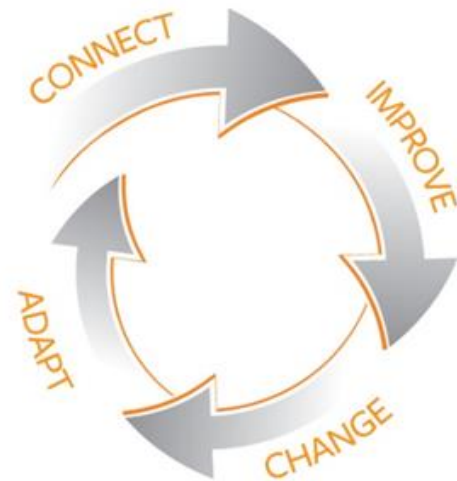
Pact achieves this through their unique approach:

**Connect** personal ambition and values with external challenges.

**Improve** effectiveness and efficient ways of working.

**Change** radically, with in-depth insights, patterns of behaviour and change.

**Adapt** into practice and permanent stimulation of your environment.



Our specialists for the Pressure Cooker Sessions are international senior trainers and coaches:



Raymond Eilander Msc. Ba.

Raymond Eilander, *chairman, coach en trainer*, is motivating, challenging and highly practical.



Ir. Machiel Willemsen Msc

Machiel Willemsen, *coach en trainer*, is dynamic, motivating, makes heavy stuff light.

## References

Some of our references are

- Raymond Pijpers, Managing Director CMT Accenture.
- Marcel Schuttelaar, Schuttelaar & Partners Consulting.
- Gert van der Houwen, Secretary Koning Willem I Stichting
- Sandra Walthes van Nunen, Accenture Learning & Career Transitions Lead.

## Information

Would you like to receive more information on the possibilities offered by Pact please feel free to contact us at [info@pactgroep.nl](mailto:info@pactgroep.nl) or by phone +31 (0)70 2060173.