

YOUR

# BRANDING

WORKSHOP STARTS IN

**10:00**





**B R E A T H E**

**B R A N D &**

**E L E V A T E**

A MINDFUL APPROACH TO MAKING YOUR MARK

PRESENTED BY: IRENE KUO

WITH SPECIAL GUEST: JASMINE KARIMI





# AGENDA

1 Introduction

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2 Mindfulness Moment

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3 Personal Branding... It's a Journey

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4 Elevator Pitch

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5 My Key Takeaways / Next Steps



**SELF CARE O'CLOCK**



**BIG JOURNEYS BEGIN WITH SMALL STEPS**



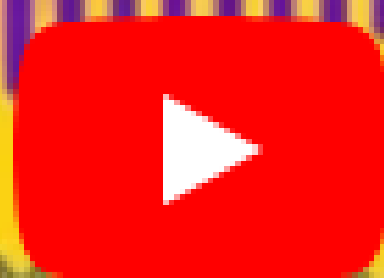


# The Three Minute Breathing Space



Share

Epworth



MOMENTS OF  
MINDFULNESS  
EPWORTH  
CLINIC

RELAX THE BODY  
QUIET THE MIND  
FOCUS ON THE PRESENT

Watch on  YouTube





# PERSONAL BRANDING QUESTIONS

1. WHAT DOES IT MEAN TO YOU?
2. WHAT HAS BEEN THE MOST CHALLENGING PART OF PERSONAL BRANDING?
3. WHAT DO I WANT TO ACHIEVE IN THIS HOUR?
4. I WANT MY PERSONAL BRANDING TO BE...
5. WHAT DOES AUTHENTICITY MEAN TO ME?





# MY BRANDING JOURNEY

INDIVIDUAL MOMENT [5 MINS]

PAIR & SHARE [5 MINS]

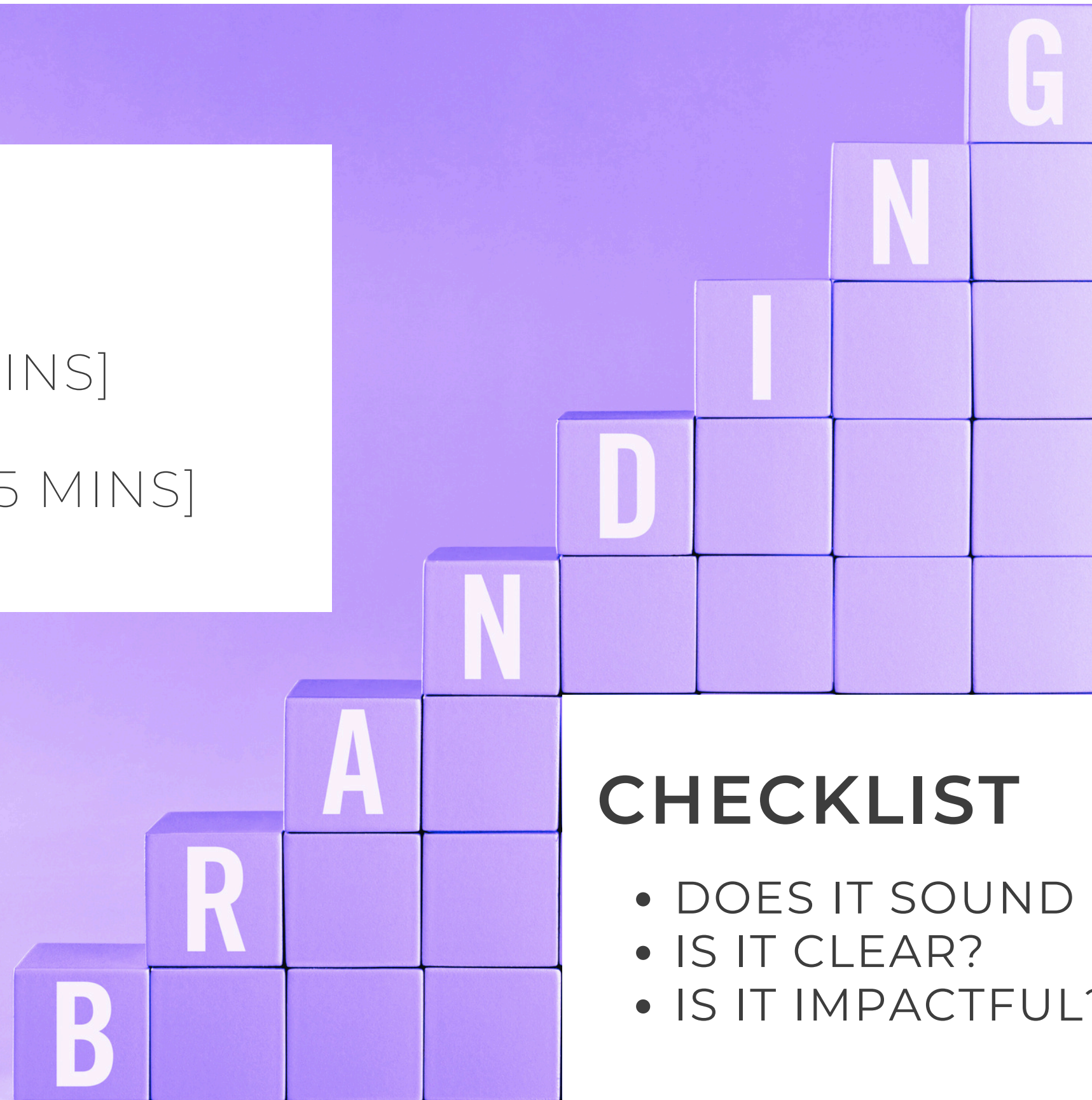
WORKSHOP SHARING [5 MINS]



# ELEVATOR PITCH

INDIVIDUAL MOMENT [5 MINS]

PAIR, SHARE & PRACTICE [5 MINS]



## CHECKLIST

- DOES IT SOUND HUMAN?
- IS IT CLEAR?
- IS IT IMPACTFUL?



# MY BEST PITCH

BEST PITCH PRACTICE [2 X 1 MIN EACH]

WORKSHOP SHARING [3 MINS]



**WHAT'S  
YOUR  
PITCH?**





## **MY KEY TAKEAWAY / NEXT STEPS**

INDIVIDUAL MOMENT [1 MIN]

PAIR & SHARE [2 MINS]

WORKSHOP SHARING [3 MINS]



## RESOURCES FROM

# NEW WORK CONSULTING

BRAND EXPRESSION THROUGH YOUR PEOPLE.

### LINKS

[So, you're 'trouble' – conversations about personal brand, from ACC Australia's law leaders](#)

[Request the Leadership Brand Checklist](#)

[Step-by-step book: The Powerful Personal Brand](#)

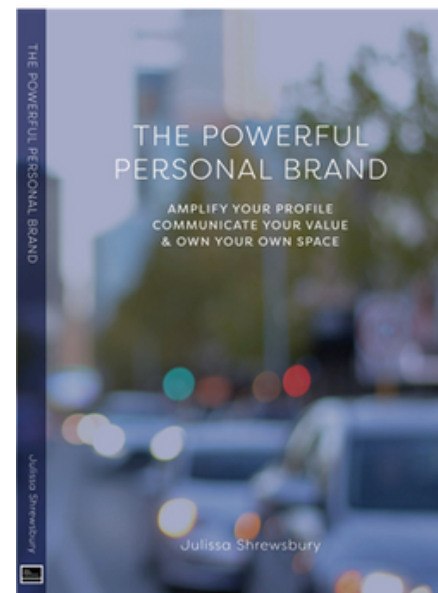
We are **New Work** because we believe in delivering thinking at the forefront of business today.

### CONTACT

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# NEW WORK CONSULTING

BRAND EXPRESSION THROUGH YOUR PEOPLE.







**THANK YOU**  
ANY QUESTIONS?