



Brand You – Presenting your personal brand in your career

13:00 – 14:00 **Buffet lunch**

22 April 2009

Edinburgh
13:00 – 16:30

14:00 – 14:10 **Introduction and objectives of the session**

David Reynolds, IIA UK and Ireland

14:10 – 15:30 **Brand You – Presenting your personal brand in your career**

Philip Atkinson, Director, Atkinson Consultants Limited

- Brand you as a unique brand
- What is your personal signature and how can you improve your personal impact with others?
- Self assessment of influencing style and deeper insight into personal branding
- Who will you work well with and with whom will you have difficulty in relationships?
- Your body language and physiology
- Develop an action plan for personal development

Venue

Apex International
31-35 Grassmarket
Edinburgh
EH1 2HS
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Philip Atkinson is Director of Atkinson Consultants Limited and has been instrumental in driving organisational and personal change in blue chip companies for the last 20+ years. Philip is also the author of seven books and numerous articles and a popular workshop leader and presenter at conferences.

15:30 – 15:45 **Tea and coffee**

15:45 – 16:15 **Facilitated group discussion**

- How can you use this approach and the applied behavioural sciences in developing various relationships in your role in Internal Audit?
- What are the core interpersonal skills you need to develop to operate at a senior level?
- How can you leverage this knowledge as a core set of skills and competencies to further enhance both your personal development and your career?
- How can you use the 'Brand You' approach and the knowledge supporting this to enhance your role in coaching and mentoring others within internal audit in your organisation and the IIA?

16:15 – 16:30 **Further discussion, feedback and close**