UNDERSTANDING AND BRANDING SELF

COURSE OUTLINE

Understanding Self
Executive Presence
Branding Self

LEARNING OBJECTIVES

The programme will focus on, “Introspect and Achieve What You Aspire”. Participants will be able to understand what their inner self is trying to say to foster entrepreneurial mind-set and excel in their professional life. The programme pedagogy will revolve around psychometric analysis of participants, who will be treated as the real case for discussion.

OVERVIEW

An innovative edge in any profession is possible only when one is able to introspect and capable of managing emotions. It has been observed that many people in their profession are unable to make balance between what is required to be done and what their inner self is asking them to do in a given context. Some are able to make a required balance between the two, few react to the demand of the situation, and many come out openly that it should not be happening and thus, cannot be done. The course “Understanding and Branding Self” will bring the innovative edge in oneself and help to brand their inner voice in the best possible way that will strengthen their personality.

This programme aims to make the participants introspect and achieve what they aspire. They will be able to understand themselves to foster entrepreneurial mind-set and excel.

FACULTY

Prof. S. Bhargava
HOD SJMSOM, IIT Bombay

Prof. Dinesh Sharma
Marketing Department, SJMSOM

WHO WILL BENEFIT

This programme emphasises on self-understanding and enhancing the career and business competencies for professional growth. It would benefit:

- Entrepreneurs
- Executives and managers working in any private, public, government, and non-government/voluntary organization
- Family business owners

KEY INFO

| 1 Day | 30th November, 2019 | Fees: INR 13452/- (inclusive of GST) |

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