

Workshop - build your professional profile and network

Profile raising is one of the most effective techniques to stimulate positive word-of-mouth for professionals. Setting yourself up as a high profile expert in your specialist area will help you and your firm build reputation in key target market.

Delivered in a lively, informal, and interactive style, our workshop will help your professionals understand the importance of building their professional profile and provide practical tools to set them in motion. The workshop includes:

- why build professional profile ?
- the five building blocks of strong professional profile
- how to evaluate and rank profile raising opportunities
- developing gravitas
- secrets of successful networking
- networking and profile: what you know or who you know ?
- leveraging profile and networks for professional and commercial benefit
- making your profile raising plan
- putting it into practice
- tracking progress and evaluating outcomes.

Follow up coaching and telephone advice is also helpful to keep the ball rolling and fully leverage your professionals profile to individual and firm benefit.

If your professionals need some help to get into the spotlight and get wider recognition for their expertise call us on +61 2 9968 4168 or email julianmidwinter@julianmidwinter.com.au.