



## **SEMINARPROGRAMM Leadership**

### **■ Social Fitness & Personal Branding**

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**Zielgruppe:** Führungskräfte und /oder Angestellte, an die höchste Anforderungen gestellt werden.  
**Das Seminar wird nur in Englisch angeboten.**

**Das Programm:** This course will be particularly helpful for executives, relationship managers, and anyone else who wishes to become a socially bright personality. Indeed, whilst “networking” and “social capital” have been buzzwords for quite a while now, still very few people understand that it is not just about the social ado but much more about one’s social persona. For networkaholics are many, whereas bright social personalities are few.

Social Fitness & Personal Branding is aimed at training you how to reach excellence in this extremely lucrative, yet still little understood area. First and foremost, it will destroy certain crippling myths, such as the belief that one’s social success is a result of one’s place in the societal hierarchy (“the higher one’s standing is, the more social success this person enjoys”). We will put this axiom on its head and claim that the more social success one enjoys, the more likely he or she is to rise within the societal hierarchy. Thus, to be perfectly honest, the ambition of this course is to give you tools for radically improving your social value without having to climb the career ladder for it.

The course will cover 3 progressive levels:

1. entry
2. establishment
3. differentiation

Social Fitness & Personal Branding provides the essential knowledge, skills and mindset needed for creating an outstandingly bright social persona, and – like all other courses in this series – relies on simple-to-use yet very powerful methods for you to make this knowledge your second nature.

More? <http://www.vdonskoi.com/index.html>

Das 2-Tages-Seminar kann modulweise ganztags gebucht werden, auch zusätzlich zu Ihrem Englisch-Training, aber mindestens 16 Unterrichtseinheiten.

**Preis auf Anfrage.**

 **Eifert. Sprachen. Seminare. Coaching.**