

Managing Your Image – Women in a Male Dominated Environment



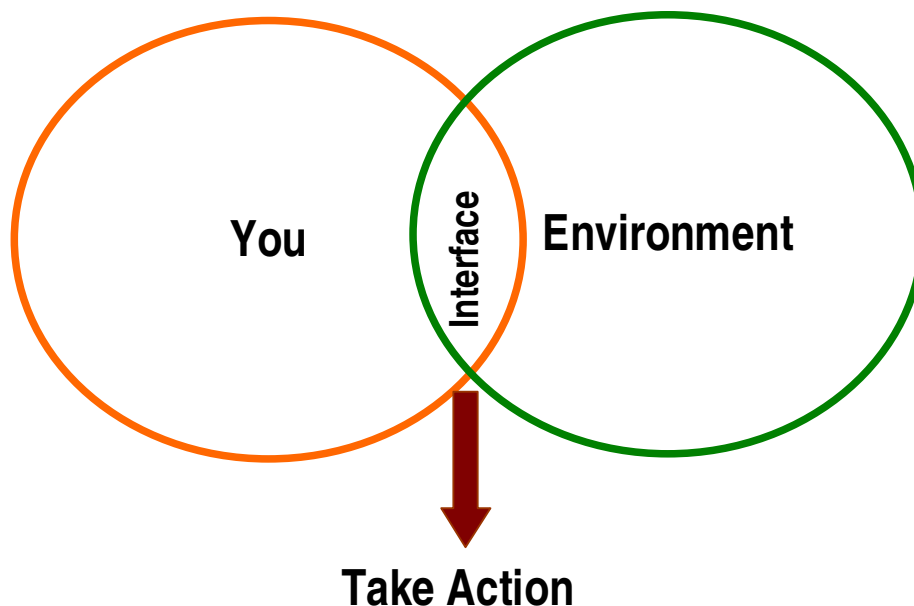
OVERALL OBJECTIVE

The **Managing Your Image – Women in a Male Dominated Environment Workshop** aims to equip participants with the understanding and skills to project a positive self-image; with a raised level of awareness around managing one's image; to learn how to market oneself as one's own best product and to present oneself so as to make a positive lasting impression. The intervention needs to sensitize the participants to the kind of impact they can make and to maximize on this to the benefit of the individual and the organization.

OUTCOMES

The participants will be able to:

- Brand themselves
- Manage their interfaces
- Position themselves for success



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CONTENT

- Understand the Environment
 - Success criteria
 - Meeting context
- Understand Yourself
 - T-shirt message
 - Strengths and weaknesses
 - Words
 - Voice
 - Dress
 - Work space
 - Elevator speech
- Create Your Brand
 - Align to your goals
 - Establish Me & Co.
- Work Your Interfaces
 - Improving interactions
 - Mirroring
 - Assertiveness
 - Meetings
 - Conflict
 - Written communications
 - Fitting in, yet standing out positively
 - Socializing
- Take action
 - Action plan