

SUPSI

From Personal Branding to Life Design: a path of challenge and discovery

Modulo breve

Presentazione

“What makes you unique creates your success”: Personal Branding can be defined as the structured process to unearth the values, traits, skills that are uniquely ours and that as such, can guide to success in the professional world – no matter the objective we set up for ourselves. In a world totally connected and increasingly fluid, the definition of our brand is no more a marketing or selling exercise: it has become the opportunity to re-think and re-imagine the choices we want to offer ourselves for our professional life.

The course is built around specific steps to guide through this discovery process. Each module, 3-hour long, is comprised of concepts, best practices, exercises and practical tools to be applied in class. The course is highly interactive: it relies on the willingness and ability of all participants to share experiences and feedback during classwork.

Obiettivi

The course provides participants with tools and knowledge to identify and amplify the impact they can, and want, to have in their professional life. Participants will be facilitated in creating tangible “take-aways” they can easily use and continue to build upon. Ultimately, participants will benefit from new focus and narrative to leverage in their career.

Destinatari

The course is open to professionals of any type, industry, career stage and age, regardless of background and experience.

Requisiti

The course is held in English and a thorough knowledge of English, spoken and written, is necessary. Participants also need to have availability of a high-bandwidth connection, video- and headset-enabled.

Certificato

Certificate of attendance

Crediti di studio ECTS

1 ECTS

Programma

Unlocking our Personal Branding

We will start by looking at best practices in terms of branding and the key components of a successful brand, moving quickly to exercises to assess where we are in the journey. During the module, participants will have the chance to work on practical tools to discover and build their own brand, in line with their values, skills and goals. Participants will also explore how to “pivot” from their current state to a desired one, opening their perspectives to new paths and options, giving themselves the opportunity to re-think the “Story of their Life”.

Moving to Action

In this module, we will shift to making the work of the first real and actionable, focusing on the elements that support us going forward. Participants will be guided through the development of their own Personal Brand Action Plan, to identify tangible actions and next steps. Part of the action plan, participants will identify the type of audience they want to reach and influence, how and with what networking tools. The module will also examine the mindsets for innovation and growth: how they can help and how to we can all set ourselves up for success.

Durata

12 hour-lessons

Responsabile/i

Antonio Bassi, Head of continuing education, DTI, SUPSI

Relatore/i

Gioia Della Rosa, Change Advisor and Executive Coach. Track record as executive leading large change initiatives; Corporate and leadership development coach supporting individuals and front line teams.

She has lived and worked in the UK, continental Europe, East and West Coast of the US, and currently divides her time between Italy and the USA.

Date

November 29, December 6, 13, 2022

Orari

17.30-21.00

Luogo

The course will take place online

Costo

CHF 600.00

Members AFTI, AITI, ATED, HSE-Ticino, HR Ticino e itSMF. Save 10%

Contatti

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Informazioni

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Termine d'iscrizione

Within November 18, 2022

Link per le iscrizioni

<https://fc-catalogo.app.supsi.ch/Course/Details/37965>