

WAYTURNER
CONSULTING, LLC
T H E R E I S A W A Y

**UNLOCK
YOUR
POTENTIAL**

Vision, Image, Branding



OBJECTIVES:

OBJECTIVE 2:



Create a New Vision for Yourself.



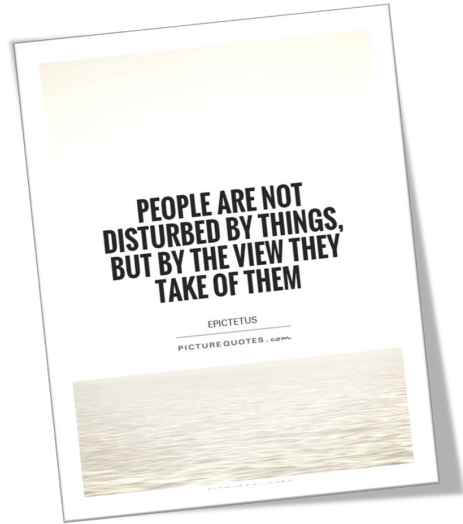
Build an Authentic and Positive Self-image.



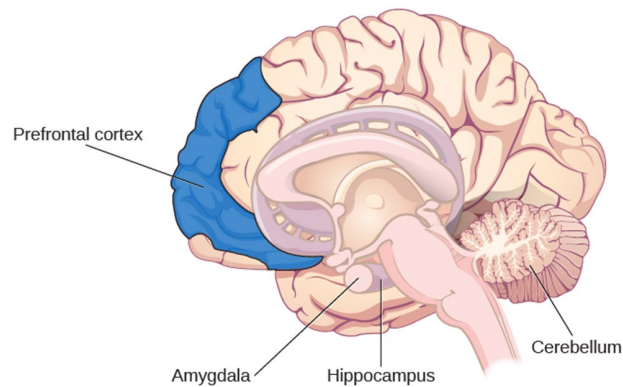
Communication and Image Alignment.



Promote Your Personal Brand.



CREATING A NEW VISION



Build an Authentic
and Positive Self-
image

Reprogram how
you see and think

Acknowledgment
of your TBEM

Description
What happened?

Feelings
What were you thinking
and feeling?

Evaluation
What was good and bad
about the experience?

Analysis
What else can you
make of the situation

Action Plan
If it rose again what
would you do?

Conclusion
What else could you
have done?

BY THINKING BETTER
BY THINKING BACKWARD



FIRST IMPRESSIONS MATTER

- Appearance/Clothing
- Eye Contact
- Facial Expression
- Body Language
- Energy
- Handshake
- Vocal Power

VOCAL POWER

Communication Blocks	Communication Promoters
Weak language	Confident language
Rambling	State point
Indecisiveness	Preparedness
Timidity	Engaged
Inappropriate Topics	Keep it professional

PERSONAL BRANDING

YOUR REPUTATION

- ACTIONS YOU TAKE
- VALUE YOU BRING
- INTERACTION WITH OTHER



