



What's In The Name
Corporate office - 555-556, Rajpur Village,
Near Chattarpur Mandir, New Delhi - 110 030
Email: info@whatsinthename.in, Ph : +91 9811 328051
www.whatsinthename.in

Brand me and Beyond – Step up like never before

Agenda

Milestone 1

Power up and Kick Start

- Introduction and ice breaking
- Concept of multiple intelligence for the over all development using Schiller's Technique and mind maps
- What do you stand for? SWOT
- The whole brain thinking – understanding brain preferences
- Differentiation: What makes you stand out?
- Getting out of the comfort zone to win the sky – Set your motivation from the start
- Don't be an average thinker – Open your mind

Milestone 2

Tools for English Language Orientation

- Crash course on spoken English
- Creative writing skills
- Advanced reading skills
- Build on basic conversation skills
- Build on personal communication styles

Milestone 3

Power of Soft Skills

- Listening Skills, Behavior management
- Communication and presentation skills
- Art of Articulation and comprehension
- Confidence and get rid of that fear using dance movement drama and music – DMDM tools
- Creative Thinking Skills
- Problem solving and quick thinking

Milestone 4

Build Your Brand

- Advanced C V Writing Skills – unique career objective, flow and format
- Advanced Interviewing Skills - Not the obvious
- Rapport Building with the interviewer
- Reading interviewer behavior
- Group discussion technique and practices
- Elevator Pitch Video
- Dress to impress for interviews
- Goal Chart and complete strategy map
- Body Language and Business Etiquette

Milestone 5

Future Mantras and Marketing Tools

- Effective email writing
- Time and resource management
- Effective use of job boards and recruitment agencies
- Leveraging Social Media - Use of LinkedIn and other social media tools for job opportunities – Be visible – market well
- Are you a leader or a visionary - Create abstract to concrete
- Plan – Act and Win - Use of great planning techniques

Tools and Methodology

- Lectures
- PPT
- Case studies
- Analysis and questionnaires
- Videos/Audios
- Role Plays
- Tasks, games, management activities
- Student Interaction
- Fun out door games
- Presentations
- Live demonstration

Reeba Kapoor

www.whatsinthename.in

9811328051