



LIFE SKILLS FOR  
YOUNG PROFESSIONALS

PROGRAMME 2018







REPUTATION IS EVERYTHING

## PROPOSITION

### Leader? Entrepreneur? Managing Partner or CEO?

Fresh out of university, taking on a new apprenticeship or recently qualified, young people want to learn the softer skills now to give them the confidence to take on future leadership roles and build life long relationships for their career.

Life Skills for Young Professionals is a programme to help young people become tomorrow's inspirational public speakers, consummate networkers and dynamic presenters.

### Did you know?

To recruit a new member of staff costs around £30k as it takes circa 28 weeks for them to reach the productivity levels you require. Why not give young professionals the opportunity to develop their life skills with you at the earliest stage of their career so that they will stay?

Graduates value organisations that give them more than just technical training. Like any employee they wanted to be empowered to do their job well. Many fear client meetings, presentations or networking. This programme will help your young professionals be the best they can be and build a reputation that supports your brand.



# THE PROGRAMME

The programme is aimed at graduates, trainees, apprentices, and young professionals.

We will work with your young professionals to help them:

- become a future leader
- build *Allies for Life*
- create a personal brand

The outputs of the programme will be:

- understanding the importance of goal setting- whether identifying new business and sales opportunities or their own career aspirations
- an ability to relate to different levels of hierarchy, inside the organisation and with your clients
- honing their verbal and non verbal skills for all types of face to face situations - meetings, pitches, client presentations
- the ability to work a room with confidence
- manage time and efficient working
- develop negotiation and listening skills.







## HOW IT WORKS

- An annual programme of four workshops

**Workshop 1:** Personal Brand & Communications Skills

**Workshop 2:** Public Speaking & Client / Pitch Presentations

**Workshop 3:** Allies for Life - Networking

**Workshop 4:** Managing Time & Efficient Working

- Each workshop will be business model based, where delegates define goals and a framework for success. Success is then reviewed at the next workshop, until the final workshop is held.
- All goals and outputs will fit into their personal review competencies and key performance indicators.
- Each workshop is half a day in length and with a maximum of 12 delegates.
- The cost per delegate is £150 + VAT per workshop\*

\*A minimum of three per workshop



## INSTILLING CONFIDENCE

One of the most common concerns from young professionals is that they feel out of their depth when talking to senior management or key clients - whether in meetings, networking or presenting to their teams.

This programme not only instils confidence by giving them the techniques they need but helps organisations build a professional team more quickly.

“The Brand Marquee worked with us to train employees at all levels, partners and graduates alike. The programme of workshops were extremely successful in helping our firm promote a business development culture and provide our people with the techniques required to open and close new business opportunities.” **Mark Aston, BD & Marketing Director, Moore Blatch**







## RECRUITING FUTURE LEADERS

Finding the right people for your business is always difficult. But once you have the right people in your business, investing in them helps attain loyalty.

Word of mouth is the most potent tool there is - once your young professionals start spreading the word, you will find your business appeal goes from strength to strength.

Find out more about Life Skills for Young Professionals by contacting Susan Anderton or Alice Buer on 01420 554446. Or email [hello@thebrandmarquee.co.uk](mailto:hello@thebrandmarquee.co.uk).

We look forward to hearing from you.

From all at THE BRAND MARQUEE



# Reputation is everything.

The Brand Marquee is a brand and marketing consultancy, operating in a B2B environment.

We believe reputation is everything. We nurture businesses from the inside out to develop their company's assets - people, clients, business contacts, reputation and profile, and their brand - ultimately adding value to the organisation's bottom line.

Based in Alton, Hampshire, we have experience working across diverse sectors including construction, architecture, property development, law, IT, catering, leisure, retail and defence.

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