



WORKSHOP ON  
BUILD A PROFESSIONAL  
BRAND 'YOU' & IMPACTFUL  
COMMUNICATION



**Build a  
Professional Brand  
'You'  
And Impactful  
Communication**

### **Background**

The workshop has been designed around the concept of individual branding, so that the participants can develop a unique identity, helping them stand out in personal, professional as well as social front.

Further, the program will dive deep into impactful communication, including, but not limited to, critical factors of communication and key tips that will guide the participants in developing effective communication strategy.

### **Program Details**

**Date:** 24th November 2022

**Time/Duration:** 9.30am - 4.45pm/4 sessions (1 session=1.5hrs)

**Venue:** Basera Boutique Hotel, Kathmandu

# Program Details

## Program Takeaways

- Understanding the Importance of Professional Brand 'You'
- Enhancing Success factors with Effective ways of communication

## Course Content

- Building the Professional Brand You and its Importance
- Focus on Core Competencies
- The Happiness Formula
- Communication: the Key to Success & Its Strategy

## Facilitator's Profile



**Mr. Anil Keshary Shah**  
**Chairperson, Lead Nepal Inc.**  
**Former CEO, Nabil Bank Ltd.**

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