

TRAINING ON FINDING & BRANDING YOUR AUTHENTIC SELF: 17TH AND 18TH JULY, 2015 AT NTPC LTD, WR-I HQ i, MUMBAI OFFICE IN COLLABORATION WITH WIPS, WR

NTPC Ltd, WR-IHQ, Mumbai office in collaboration with WIPS, WR, organized a training programme on 17th and 18th July, 2015 [One and a half days] at NTPC Ltd, WR-I HQ, Mumbai Office. Participants included WIPS Committee Members, nominated members from different WR PSUs & Women employees from NTPC Ltd, WR-I HQ and Projects.



The senior Management from NTPC WR-I HQ and President WIPS WR inaugurated the training programme.





FACULTY: Dr Suneeta Singh, GM(SPMI), NTPC Ltd, Solapur & Ms Ruchi Gulatee, Mindseye Consultants were the Faculty for the Training.

1. **Dr Suneeta Singh**, GM, Head of Solapur Power Management Institute, (Extension of PMI Noida, Apex Training Center of NTPC), with 36 years experience in Management Teaching & Research. Among her many achievements, she is the recipient of “1998 Woman of the Year Award” by the American Biographical Institute, USA; “Industries Excellence Award” by Indian Economic Council; and “Millenium Rattan Award” by International Friendship Forum .



2. **Ms. Ruchee Khanna Gulatee, Lead Consultant, Mind's Eye**: Holds MBA degree with dual specialization in HRD & Marketing. Has undergone “Train the Trainer” programme conducted by IIM, Bangalore. Conducted “ Train the Trainer” programme for the trainers of City & Guilds, UK across India, and has over fourteen years training experience of more than 3000 employees from Corporates including NTPC, ONGC, Power Grid, IBM Global, IIT, Indian Coast Guard, Hudco, and many others across India.



- The module was designed such as to be fun filled, hands on, practical and totally interactive. It included role plays, simulations, exercises, games and videos to enhance the learning process along with self assessment tools for better understanding of self and others.

TRAINING MODULE:

Given below is a run on the key aspects of the Training Module:

	COVERAGE	TAKEAWAYS
The impact of your image: Instructor led discussion	Why making a positive first impression determines how other people treat you	Understand the impact of image & create great first impression
	How to create a great first impression	
	Increase your face value	
	Projecting your company's corporate image	
Positive Self Image: Video Activity	How Self-Image affects Self-Esteem	Confidence Building
	Confidence Building	Attitude Management
	Overcoming Inhibitions	
	Positive Attitude	
ABCD of Image: Instructor led discussion		Understanding importance of Appearance, Behavior, Communication & Digital Footprint in Image Management
High Impact Communication	Listening	Communicating as a leader by learning effective communication skills
Experiential Activity	Empathy	
Game, Exercise, Video	Body Language	
	Assertive Communication	
Dressing for Success: Instructor led discussion		To appreciate the importance of proper dressing & tips for success
Grooming & Hygiene: Instructor led discussion	Grooming- General grooming, hair, nail & skin	Develop good grooming & hygiene habits
	Hygiene- standards to be maintained in professional & social situations	
	Do's & Don'ts for good grooming and hygiene habits	
Business & Social Etiquettes: Instructor led discussions & Role Play	Meaning, Relevance, Importance	Understanding & mastering business & social etiquettes
Net Etiquette; Branding through Digital Media: Instructor led discussions		Using digital media for branding self & learn Net Etiquette
Group Activity; Action Plan; Workshop Evaluation & Feedback	Activity	Consolidation of learning

A synopsis of Finding & Branding Your Authentic Self

A training module designed for discovering persona brand using the ABCD of Image Management- Appearance, Behavior, Communication and Digital Foot Print.

International research tells us that our conduct is the single most important factor in building images, reputation & personal brand identity that reflects and augments the brand of our organization. Success in any industry relies on relationships, whether with co-workers, clients, suppliers, investors, press or public at large. From a brief telephonic conversation to informal dinners and representing our organizations in conferences, award functions and press interviews, our success is a direct product of our professional presence as governed by our business and personal etiquettes. Simple as it may sound, it is often in these areas that we lose out on.

The special mix of knowledge, experiences and guidelines shared during this training session prepared the participants for their brand-building, by adopting winning etiquettes as a way of life. Equipped with practical skills, the participants are prepared to discover, develop and communicate their authentic self.

BENEFITS:

- Awareness among the participants on the need for managing their Image
- Enhance Self-esteem and confidence levels
- Proportionately enhance productivity levels: Look better, feel better, perform better
- Equip participants with Practical skills needed to project their brand: business & social etiquettes, effective communication and personal impression management skills.





IDEAS SHARED DURING THE TRAINING SESSIONS: KEY TAKE-AWAYS

- Every person has a personality: the **Authentic Self**. This differs from how others perceive him as. **Branding** is what others perceive of us, and this becomes the face of the organization. We have to **bridge the gap between our Authentic Self and our Brand Image by enhancing our Self-image**.
- **Self Concept** is what we think about ourselves; **Self-esteem** is what we feel about ourselves. Childhood influences, our experiences and our relationships reinforce our self-esteem. Strength & weakness we have internalized, affect how we act today.
- **Personality: our behavior – feelings – attitude- belief- Self (Self is the Anchor- the core of our personality). Confidence** within is from our image of ourselves: Our Visual Self. **Attitude** is also part of our Appearance.
- **Self Esteem:** *“By a feeling he has not learned to identify, but has derived from his first awareness of existence, from his discovery that he has to make choices, man knows that his desperate need of self-esteem is a matter of life or death”* Ayn Rand
- **Be Yourself:** “Be yourself. No matter what other people think. God made you the way you are for reason. Besides, an original is always worth more than a copy.”
- **Etiquette:** Socially acceptable mannerisms are handed down to us over Generations. Differs according to social / official situations. Adapting to a culture or an organization, while maintaining our authenticity.
- **AAAA of Relationships: Acceptance, Attention, Appreciation, Affection** are important ingredients in our overall personality development.





The one and a half day Training programme took us through the concepts discussed above, guiding us towards our journey of finding our Authentic Self, towards brand awareness in sync with our organizational brand image, with the help of Instructor led discussions, Role Play, Video Activity, Games, Exercises, & Video sessions.

































