

# MASTER THE ART OF PERSONAL BRANDING & NETWORKING

How do you develop a powerful personal brand and network when you're not in the office every day?

“Personal Branding is the why, and Networking is the how.”

HELEN NICHOLSON



Harvard Business Review says that people's acquaintance networks decreased by 22% over the past three years.

Your personal brand and network are important elements of your career management toolkit. We need to approach them both with more intentionality after covid, so that people stand out and have a powerful network of connections that enable them to move to the next level in their careers.



“It's not what you know, it's who you know and more importantly who knows about you.”

HELEN NICHOLSON

## IN THIS KEYNOTE SESSION DELEGATES WILL:

- Realize why Brand (YOU) Pty Ltd is critical to your career success
- Identify your “coffee stain” - a negative behaviour trait that inhibits the growth of your
- Understand the importance of RQ (Relevancy Quotient) in ensuring your Personal Brand always remains relevant
- Gain insight into the “Mars and Venus” of networking across genders.
- Design and deliver your “elevator speech”.
- Learn how to “work” a room - either virtually or face-to-face



“Just a brief note to say thank you for the exceptional networking session you presented to my team. They can't stop talking about their coffee stains, their RQ and their connectors! I've noticeably observed them building more active relationships with their stakeholders since the workshop. Your session should be compulsory for everyone in the corporate world - invaluable skills and well presented.”

LINDA VAN DER LOO, STANDARD BANK



“The Networking Company walks their Networking talk! They constantly up their game and innovate constantly. Every interaction that myself, the Hollard team and our delegates have with The Networking Company and their excellent facilitation team, leave you feeling enriched. They put delegates development at the centre of what they do, and it shows. We love working with you and look forward to a long continued association.”

LOLLY GWABAVU, HOLLARD



## HELEN NICHOLSON

### CEO & FOUNDER OF THE NETWORKING COMPANY

Helen Nicholson has been called the “Networking Queen” by many of her clients. She began her career as an accountant and has evolved into the CEO and Founder of The Networking Company, where they train people on the “power” skills that enable business-people to take their careers to the next level.

Helen has published two best-selling business books on Networking, and is busy writing her new book “Networking for Introverts” which will be out in early 2024. Helen is on the ITWeb Women in Tech Advisory Board for Southern Africa. She has international corporate experience and lived in the Middle East for 5 Years where she developed and sold her own successful business in Dubai.

On her return to South Africa, Helen has run the Networking Company for 18 years - she is a passionate South African, who has been interviewed by GIBS Business School as one of South Africa's leading female entrepreneurs. She ran the New York Marathon in 2011 and was a single mom to 26 year-old identical twin girls. She is a passionate connector and she walks her network talk!

 @networkwithhelen