

ETHICALLY LIVING YOUR BRAND

Non-Credit Bearing

“Integrity is doing the right thing, even when no one is watching.”

– C.S. Lewis

“Corporate integrity, ethics, and accountability are the pillars of a successful business.”

– Adi Godrej

In today's complex business world, aligning personal and corporate values is crucial for fostering integrity and trust. Organisations build their brand identity by bringing together skilled individuals who share their values. Our one-day workshop, “Ethically Living Your Brand,” equips employees with tools to navigate ethical challenges and be strong brand representatives.

Key topics include the difference between reality and perception, the influence of personal and company brands, and the impact of individual ethics on organisational interactions. Participants will learn to create great first impressions, understand customer expectations, and align their personal brand with their company's ethos through interactive sessions.

The workshop emphasises ethical behaviour, confidentiality, and handling ethical conflicts with practical examples and case studies. Participants will generate ideas that foster collaboration, a customer-centric mindset, and professional behaviour. We explore aligning personal standards of etiquette, ethics, and integrity with organisational values.

Join us for this transformative experience to understand how to live your brand ethically, ensuring your actions reflect your organisation's integrity and excellence.

WHO SHOULD ATTEND

- All staff who have not attended a formal programme on ethics in business
- New recruits as part of their induction
- Entrepreneurs in a start-up business
- Business owners and professionals

HOW YOU WILL BENEFIT

- **Understanding Ethical Challenges:** Participants will gain insights into common ethical dilemmas faced in business and learn strategies to navigate them effectively.
- **Creating Authentic First Impressions:** The workshop emphasises the importance of authenticity in personal branding. Attendees will discover how to make genuine and impactful first impressions.
- **Aligning Personal and Company Brands:** Learn how individual ethics and company values intersect. Participants will explore ways to harmonise their personal brand with the organisation's identity.
- **Handling Ethical Conflicts:** Facilitators guide participants in addressing ethical conflicts with confidence and integrity.
- **Fostering Collaboration and Customer-Centric Mindset:** The workshop encourages collaboration and a customer-focused approach, essential for brand success.
- **Living Your Brand Ethically:** By the end of the workshop, attendees will have practical tools to ensure their actions reflect the organisation's integrity and excellence.

One day course 08:30 -16:00

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CONTENTS

<p align="center">MODULE 1 Reality Versus Perceptions</p>	<p align="center">MODULE 2 Your Company and Personal Brand</p>
<ul style="list-style-type: none"> • Influence of perceptions: on organisational interactions internally and externally • How to influence perceptions to create a great first impression • Learn to challenge your own perceptions to avoid assumptions and judgements • Behaviours: the good vs the bad of first impressions 	<ul style="list-style-type: none"> • Starting from the basics: general expectations of customers or clients • Getting to grips with what your organisation says about itself and what this really means • Organisational promises: building trust through integrity and living up to promises • Authentic brand behaviour: internal customer service matching external customer service • The brand that is you: your personal image and values • Aligning your personal brand with your company brand • Personal responsibility and accountability
<p align="center">MODULE 3 How Personal Values and Belief Systems Influence Behaviour</p>	<p align="center">MODULE 4 How An Individual's Ethics Impact On Those Around Him/Her</p>
<ul style="list-style-type: none"> • The concepts of values, belief systems and ethics, with examples • Sources of values and belief systems and how an individual's ethics and values affect behaviour • Ways in which an individual may change his/her belief or value system 	<ul style="list-style-type: none"> • How an individual's ethics impact on behaviour and interpersonal relationships • The impact of personal ethics on the use of language • The importance of respecting confidentiality in your own context • Ways in which an individual can influence the ethical behaviour of others
<p align="center">MODULE 5 How An Individual Can Behave Ethically in a Business Environment</p>	<p align="center">MODULE 6 Techniques to Deal With Situations Where Your Own Ethics and Values Conflict With Work</p>
<ul style="list-style-type: none"> • Ethical business practice, with examples • Adherence to company policy and confidentiality in terms of ethical conduct • The importance of honesty in business dealings, with examples • The importance of productivity, accountability, attendance and delivery of work on time 	<ul style="list-style-type: none"> • Methods for dealing with unethical behaviour and business conduct in different situations • Comparing your values and beliefs to company practice • How an employee can deal with a situation where there is a conflict of an ethical nature • Ways of dealing with instances where an employee's rights are undermined

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