

## Training cycle « for women » Self-Marketing

Boost your professional development  
by expanding your personal potential



- 🔥 1 day of training per month to boost your career
- 🔥 6 training-coaching themes
- 🔥 A course dedicated to women (managers, executives, women entrepreneurs, etc.)
- 🔥 10 participants max per session for the best learning experience
- 🔥 Post-training follow-up with YOUR trainer-coach

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## PROGRAM

### DEVELOP YOUR IMAGE AND YOUR NETWORK IN A PROFESSIONAL ENVIRONMENT, ACT IN HARMONY WITH YOUR VALUES (MODULE 1)



- 🔥 Gain concrete tools and a new way of positioning yourself and be more assertive
- 🔥 Boost your personal power and be aligned with your values
- 🔥 Increase your influence, visibility and impact
- 🔥 Learn to work on your image in a work environment
- 🔥 Open up to self-esteem

### DEVELOP THE QUALITY OF YOUR TIME (MODULE 2)



- 🔥 Identify and understand your relationship to time to make it a professional asset
- 🔥 Find the right work-life balance
- 🔥 Become aware of the impossibility of increasing time and therefore by developing its quality
- 🔥 Discover how to develop a new way to organize and a new relationship with time

### DEVELOP YOUR ASSERTIVENESS IN A WORK ENVIRONMENT (MODULE 3)



- 🔥 Develop confidence and how to be heard
- 🔥 Get ready for change and take your place
- 🔥 Develop your talents and increase your individual contribution

### COMMUNICATION AND MANAGEMENT: BETTER MANAGE YOUR INTERPERSONAL RELATIONSHIPS BY DEVELOPING YOUR LEADERSHIP (MODULE 4)



- 🔥 Self-awareness to improve communication and adapt your communication style
- 🔥 Discover your communication profile and your management style
- 🔥 Develop a balanced and open animation style
- 🔥 Improve your transversal management skills

### REVEAL YOUR TALENT AS A NEGOCIATOR! (MODULE 5)



- 🔥 Gain confidence
- 🔥 Prepare your negotiation (salary increase, new job, new project)
- 🔥 Understand, anticipate reactions for successful negotiations



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## WHAT IF LUCK BECOMES ONE OF YOUR SKILLS? (MODULE 6)



- 🔥 Learn to adopt a positive attitude
- 🔥 Know how to provoke and create luck
- 🔥 Understand the proactivity circles
- 🔥 Change your habits

## WRAP-UP AND CERTIFICATION DAY (MODULE 7) OPTIONAL

- 🔥 Wrap-up and evaluation day focusing on exchanges, feedback and reminders.
- 🔥 The main themes of Self-Marketing course will be discussed with your trainer and you will all be challenged on the next steps.

## YOUR TRAINER

### ALEXANDRA DIMIAN, TRAINER AND COACH



I believe in individual talent and empowerment, which allows to overcome obstacles and move forward: a key ability in today's world and for the future.

I was working as a financial controller at EMC-Dell when I attended Laurence course on Self Marketing and I really loved it. I am delighted to be part of the team today.

As a consultant, trainer and coach, I am human-centered and business minded. My motto: "together, we go further". I help clients in areas such as collective intelligence, soft skills and innovation. I have been passionate about personal development for many years. In 2020, I have decided to formalize my knowledge by becoming an ICF Coach, International Coaching Federation.

Expert in public speaking - 8 years of experience in presentations, training and conferences – I am a DTM at Toastmasters International, a club specialized in communication and leadership. I have international background. I speak 5 languages including full fluency in French, English and Dutch.

## SKILLS AND CERTIFICATION

- 🔥 Executive MBA EM Lyon 2019
- 🔥 ICF Coach
- 🔥 Distinguished Toastmasters

## THEY TRUST US



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All Positive, formation, conférence, coaching - contact@allpositive.fr  
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