

Build Your Credibility and Manage Your Reputation

“Since reputation is a company’s most competitive asset, workplace civility cannot be taken for granted. Incivility can negatively impact retention and recruitment not to mention customer service. Ultimately, incivility leads to a reputation cost.” Leslie Gaines-Ross Chief Reputation Strategist, Weber Shandwick

Statistics

- * 48% of CEO’S market share is attributed to reputation of the personnel of the organization
- *60% of an organization’s market value is attributable to its reputation.
- * 87% positive CEO reputation includes attracting investors
- 83% positive CEO reputation creates positive media attention
- Strong CEO reputation also attracts (77%) and retains (70%) employees.
- 81% of executives report that it is important for CEOs to have a visible public profile for a company to be highly regarded.

Source: Weber Shandwick’s research

WHY NOW

Credibility is now becoming the new currency and wealth of any organization across all industries. Credibility should never be underestimated or neglected and both internal and external credibility activities exerts enormous influence over stakeholders. The credibility influence affects stakeholders both positive or negative and their reactions greatly impacts the bottom line of any organization.

2019 Dates	August 14	September 24	October 22	November 19	December 10	All Sessions are Live and Interactive
	Influence Positively Boosting Credibility Delivered Online 2 hours.	Expressing Credibility Delivered Online 2 hours.	Confident Credibility Delivered Online 2 hours.	Professional Credibility Delivered Online 2 hours.	Communicating Credibility Delivered Online 2 hours.	

2020 Dates	February 18	March 24	April 7	April 21	May 12	Cost \$50 per class
	Strengthening Credibility Through Networking Delivered Online 2 hours.	Learning Mastery Continuous Learning Delivered Online 2 hours.	Elements of Believably Delivered Online 2 hours.	Strategic Credibility Delivered Online 2 hours.	Civility the New Leadership Skill Delivered Online 2 hours.	

2020 Dates	May 19	June 9	June 16	July 14	Bundle 12 month \$35/class Full payment option
	Civility a Critical Aspect of Credibility Delivered Online 2 hours.	Thinking Skills Decision Making/Negotiations Delivered Online 2 hours.	Impacting Credibility with Systems Thinking Delivered Online 2 hours.	Boosting Credibility Building Trust Delivered Online 2 hours.	



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