



Collier Campus- Center for Continuing Education

Personality Development – Discover the Hidden You!

This course is specially designed to help you to discover yourself. It will provide experience and insight to:

- Ability to market yourself in today's market
- assist you to further shape your personality,
- to make a bigger mark, create an 'elevator speech'
- to develop your potential
- to be successful in life

It deals with some of the core factors necessary to help you achieve your goals.

Special emphasis will be placed on:

1. How I perceive myself and how others perceive me - optimizing one's perception.
2. Analyzing my motivators and their advantages and how to steer them. Where do they come from?
3. Analyzing Strengths/ being aware of these strengths/core competencies/success stories and eventually using them successfully.
4. Feedback: What are the rules? Giving and receiving feedback / improving quality of giving feedback / Responding to positive and critical feedback.
5. Communication takes place when ever people encounter. In professional life it is so understood that we usually don't think about how this communication takes place. Discover when and how misunderstandings occur and their influences on your working life. In this workshop you will analyze your communication style and become aware of your behavior.

Theory of communication and its influence will be explained. The participants will be encouraged to analyze their specific situation in a case study. Communication styles/ communication traps and mistakes made

unconsciously/how to talk effectively in critical situations/how to address your (career) needs.

6. Self marketing. “How to market the brand I”

- Being self confident without appearing arrogant.
- The power of body language and voice. This workshop will elaborate on the subject and give insights about the ability to sell *you*. It will be an eye-opener for nurturing latest self marketing concepts.

7. Analyzing market demands/Working out what makes you special and unique.

This is an interactive workshop with role plays, based on internationally recognized methods, for students who will be soon entering the business world and for people already in their professional phase.

Instructor: Qudsiya Ahmad



Qudsiya works intuitively with people, meeting them where they are. Her passion and delight is to support someone on their journey and discovery of who they are, what they want to do and where they want to go. She thoroughly enjoys her work and feels it is a great privilege to be part of the process which supports individuals to discover their power and realize their potential. Her style is light, easy gentle, yet very perceptive, intuitive and challenging in a non confrontational way. She listens intently and acts as a reflector and mirror for the person, enabling clients to see and understand and thus make better choices.

This **16 hour course** is completed in one week and meets on the following dates:

January 30, 2012	Monday	6pm-9pm
February 1, 2012	Wednesday	6pm-9pm
February 3, 2012	Friday	6pm-9pm
February 4, 2012	Saturday	10am-4pm

COST: \$350.00

LOCATION: Edison State College – Collier Campus

Register today!
Advance registration and payment is required
For registration form/information, call 239-732-3128
OR download form at www.edison.edu/collier

Requests for refund **one week** prior to the first class meeting will be granted. If you have a Higher One card through Edison the refund will be transferred to your Higher One Account. Due to the short-term nature of most Continuing Education programs, refunds will not be granted on or after the first class meeting. By submission of this form you are stating that you accept our refund policy.