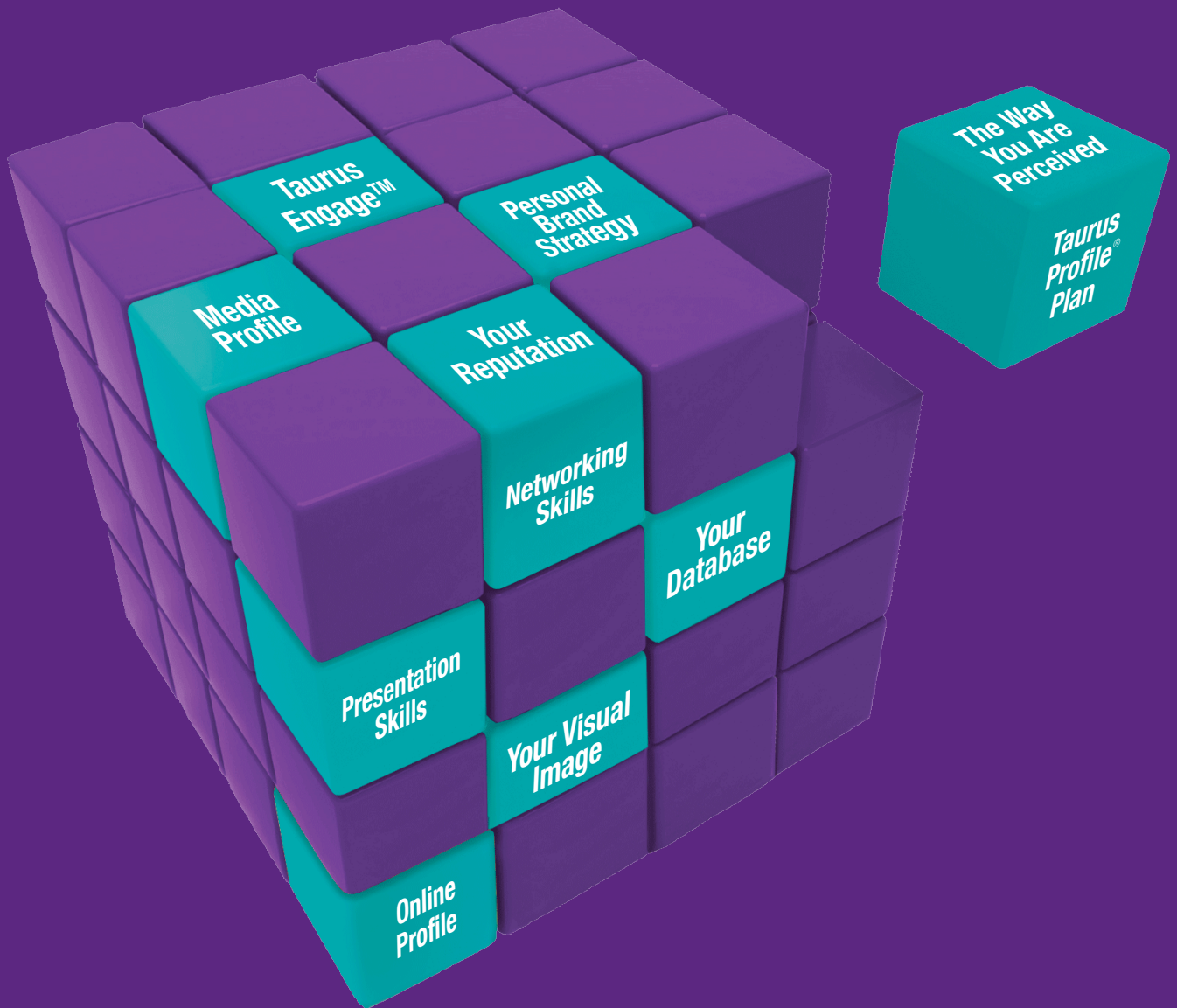




TAURUS<sup>®</sup>  
PROFILE

*for Graduates*

You are the captain of your personal brand



Be yourself with purpose.

# Establish your presence, broaden your horizons, 'walk the walk' and 'talk the talk' – by developing your personal brand

## Be the captain of your personal brand

Preparing your personal brand for your future employer is more important than ever. In this highly competitive environment, creating and building your personal profile now will leave you a step ahead of your competition. The TaurusProfile™ process guarantees you will:

- ↘ Gain clarity on your personal brand
- ↘ Ensure your messages flow through your actions, visual, verbal and written communication
- ↘ Have a strategic communication plan to better develop your personal brand
- ↘ Be well equipped to deal with the future
- ↘ Be sought after

## You are your personal brand

You are your brand. Whether discreet or 'out there' we help you be yourself with purpose. Focus and you can emerge stronger, surer and way ahead of the field. The TaurusProfile™ process takes you through a structured methodology to create and strengthen your personal brand presence.

“

TaurusProfile™ gave me clarity on my objectives, a clear understanding of my brand profile and focused my effort. It stretched me to define and build my personal profile and has dramatically increased the value of my brand – the results were instant.

**Michael Bevan,**  
*Australian Cricket legend*



”

## What is your personal brand?

Your personal brand is the external image you present to people such as friends, relatives, mentors and prospective employers – it is represented through:

- ↘ Your image
- ↘ Your body language
- ↘ How you dress
- ↘ How you behave
- ↘ The way you speak
- ↘ The way you deal with people
- ↘ How you get noticed
- ↘ Your reputation
- ↘ Your profiles on social media platforms
- ↘ Your digital resume

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**Every day, you are Google'd, you are followed and you are 'like'd'. TaurusProfile™ is about building your personal, professional and corporate reputation. We know how - we do it all the time!**

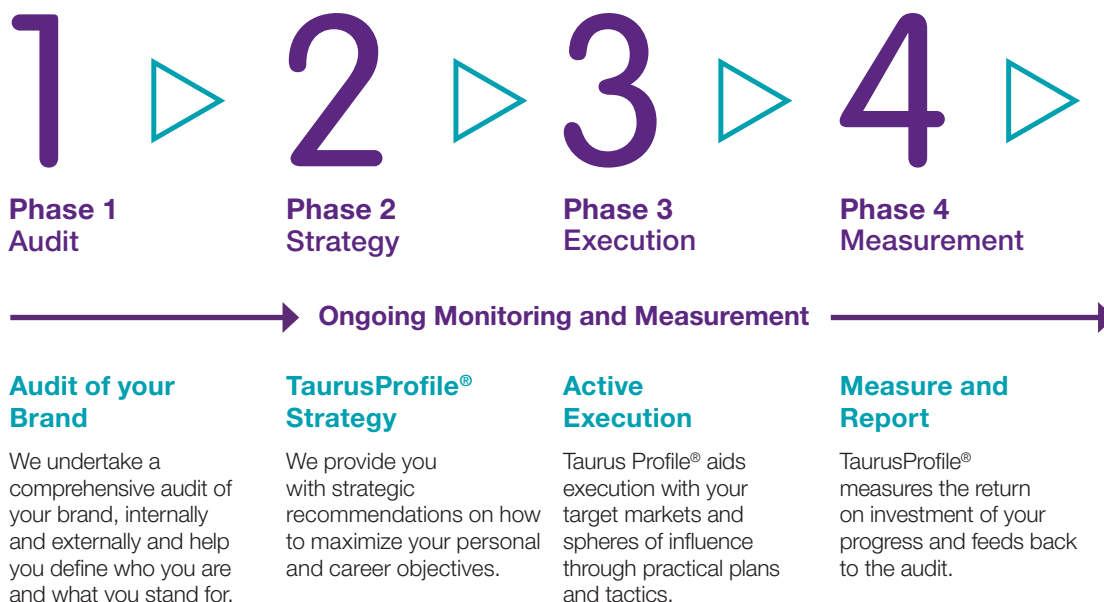
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## Friends, parents, teachers, companies and prospective employers are looking at you

Never before has your personal brand been more important with the current dominance of social media. Your online presence is an extension of you. Engage with your online presence and you can emerge stronger, surer and way ahead of the field. The TaurusProfile™ process guides you through a structured methodology to define and strengthen your personal brand presence.

# You are your own personal brand – make an impression that is uniquely you with TaurusProfile™

## The TaurusProfile™ process



## How does the TaurusProfile™ workshop work?

TaurusProfile™ consists of a kick off training session where you gain your success plan and a series of optional modules tailored to you to achieve your future goals – whether it's building confidence, relationships or forging your career path.

Before your first TaurusProfile™ workshop, we conduct a brand audit of your personal profile and future career outlook. You will complete a short questionnaire, which will create the foundation of your first session.

We then facilitate a series of training sessions with you to draw out key information regarding your personal identity. This information is evaluated and translated into a clear and practical plan to direct the development and enhancement of your personal brand. The TaurusProfile™ optional modules are specific to your personal brand giving you individual training and planning.



## Why build your personal brand?

The TaurusProfile™ process guarantees you will:

- ↘ Be clear on who you are and where you want to be in the future
- ↘ Love video games or runway fashion?
- ↘ Be the expert in your class by taking a leadership position in your areas of interest
- ↘ Clarity – align your unique personality with your beliefs
- ↘ Increase the impact of your personal brand message – purposefully say what you want to say to the world
- ↘ Increase awareness of you and what you stand for
- ↘ Build brand value in who you are
- ↘ Build credibility and reputation in your circles
- ↘ Increase confidence
- ↘ Stand out in the crowd
- ↘ Find the confidence to lead

## Who is TaurusProfile™ for?

- ↘ Students
- ↘ Graduates
- ↘ Parents
- ↘ Teachers and Principals
- ↘ Leaders
- ↘ Rising stars and tomorrow's leaders
- ↘ C-level executives
- ↘ Subject experts
- ↘ Celebrity management
- ↘ Executives looking for a new direction
- ↘ Politicians

## Stand out from the crowd

It is more important than ever to define and give your personal brand attention. You have the opportunity to showcase the features that are unique to you. These are not limited to your body, clothing, appearance or knowledge – it's the self-package you present to the world including conversations, social media and your presence.

With TaurusProfile™, you take a good look at who you are, where you want to be and how to get there with individual training and personal brand planning. Empower yourself and make your presence known.

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**Influential personalities such as Steve Jobs, Richard Branson, Bill Gates and Oprah have been raising their personal profile for years – the current competitive climate has never been a better time to build your personal brand.**

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## As seen on



Integrated Marketing and PR.



Personal Branding Expertise.



Social Media Engagement.

### Smart Company. Smart clients.

Taurus is one of Australia's highest profile, privately owned, integrated Marketing agencies. We deliver strategic Marketing, Public Relations, Creative and Social Media Solutions to help drive your business forward. Clients range from smart entrepreneurs to major ASX-listed corporations across the B2B and B2C sectors. Taurus offers unparalleled levels of service with a practical, 'No Bull' approach focused on delivering results based on the Taurus Bullseye®. We warmly invite you to experience the Taurus way of doing business!

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