



Personal Branding

The practice and process of creating your personal value and communicating what you have to offer. Essentially it is the way you present yourself to the world, both online and offline.

Unlock your potential



Understanding The Self



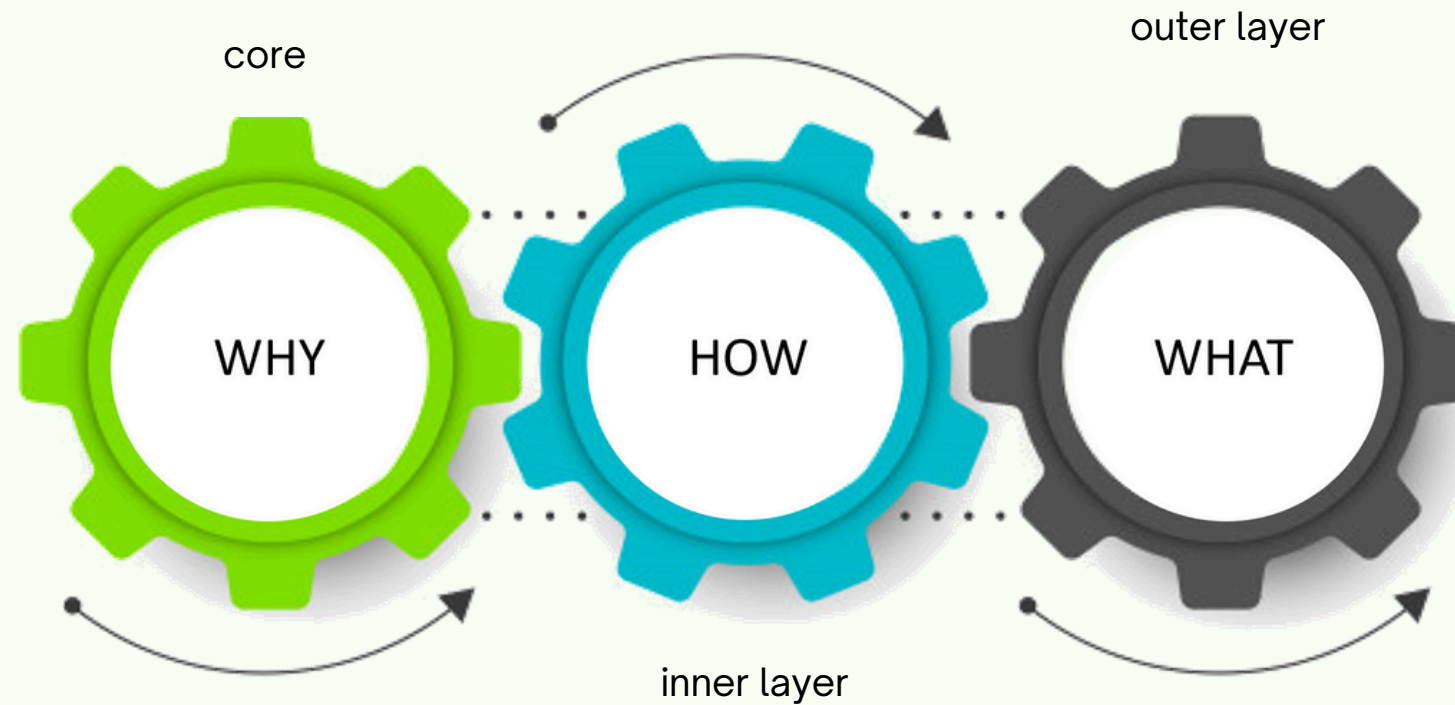
Routes Coaching is dedicated to helping individuals develop their personal brand. The starting point is understanding the self. We give you the tools and insight needed to create a personal brand that is authentic and true to who you are. Most importantly, **YOU** are in charge of your personal brand, and letting others know what you want them to know about you and showcasing the value you bring.



We delve into emotional intelligence, unconscious biases and how to filter through these biases in the workplace, not letting them effect your behaviour. Our coaching sessions are tailored to your specific needs and goals, and we work closely with you every step of the way to ensure that you stay on the path to success.

AUTHENTICITY | CONSISTENCY

Our Approach



We drive in-depth coaching with clients on personal branding by using the “Why, How, What” approach (popularized by Simon Sinek). This is a powerful framework to help you develop a meaningful and authentic brand. This approach benefits clients by helping them build a brand that resonates with them, aligns with their true selves, and effectively communicates their unique value to their target audience.



Interested in more?

Get in touch with us

debbie@routedcoaching.co.za
cassie@routescoaching.co.za



*Your personal brand speaks for you when
you're not in the room.*