

## **Course Title**

# **Personal Energy Branding**

## **What to expect**

How to use your personal energy to succeed in business.

## **Overview**

|                         |                              |
|-------------------------|------------------------------|
| <b>Track</b>            | Personal Advancement         |
| <b>Lecturer</b>         | Martina Wojtylová Opava, MBA |
| <b>Date</b>             | November 25, 2021            |
| <b>Format</b>           | One-day workshop             |
| <b>Delivery</b>         | On-site                      |
| <b>Price</b>            | 7,500 CZK                    |
| <b>Academic credits</b> | N/A                          |
| <b>Pre-requisites</b>   | N/A                          |
| <b>Language</b>         | English                      |



## **Course Description**

The world of business and marketing is changing dramatically. Due to the immense growth of social media and online shopping, people offering products and services should reconsider their business marketing strategies. The pandemic has made people around the world rethink the businesses they choose to purchase from. Today, more than ever before, buyers want to relate with suppliers' branding. They seek much more than a quality product or service. They want to experience an alignment with the unique energy of the brand. Each one attracts different types of clients. By combining our knowledge of personal energy and using it within our branding, we start to attract the right type of customers. Those who truly can become long term customers and supporters of our brands.

This course is based on Martina Wojtylová's signature concept, the Theory of 4 Energies, based on the work of Hippocrates, as well as energy management by Awaken Center led by Sophie Frabotta of Florida USA, the concept of "Power of warrior" by Mirav Tarkka, and energy work by Beverly Holt. This course includes theories, as well as practice, and will provide each participant with a unique understanding of these concepts and how to use them.

## **Learning Outcomes**

- Learn about your unique personal energy
- Learn how to build up (or rebuild) your personal energy brand
- Learn to understand your clients' energetic needs
- Get personalized tips for your success



## Methodology

This workshop combines lecture sessions, discussions, model exercises as well as tests. It will utilize methods of personal energy clearing, working with your intuition, building alignment between your inner energy for how you create your outer message, visualization, working in pairs and after course self-directed study time.

## Schedule and Course Content

| Outline   |  |            |                  |          |
|---|--|------------|------------------|----------|
| Morning Session Content   | Date   | Time       | Place            | Duration |
| Theory of 4 energies<br>Our personal energy type<br>Our energetic signature<br>Unique energy in our self-presentation               | November 25,<br>2021                             | 9am - 12pm | AAU<br>Classroom | 3 hours  |
| Afternoon Session Content   | Date   | Time       | Place            | Duration |
| Who do we attract? Our clients' energetic needs<br>How can we support our unique core energy?<br>Building our personal energy brand | November 25,<br>2021                             | 1pm - 4pm  | AAU<br>Classroom | 3 hours  |
| Materials   | Handouts will be provided at the start of class. |            |                  |          |
| Lunch Break   | Provided for all participants at Café des Taxis. |            |                  |          |