



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore

## Personal marketing: performance skills at work

PROF. BRIAN GROVES

<b>Area of study:</b>	Media and Communications
<b>Area Code:</b>	CM/MK350
<b>Method of Instruction:</b>	In-person

### Description

In today's competitive job market, technical abilities alone might not be enough to stand out professionally. This is why Personal marketing is crucial.

The course Personal marketing: performance skills at work covers a set of strategies aimed at enhancing and showcasing your professional and personal characteristics to help you achieve your career and life goals.

Whether marketing yourself to yourself or to others, using performance skills, consisting of personal competences and interpersonal abilities, can create a positive impact on you and your stakeholders.

### Course objectives can be synthesized as follows:

Bring attention to the role of Personal marketing in the workplace;  
Explore elements of a Personal marketing plan;  
Undertake a skills assessment and a SWOT analysis on the brand 'You';  
Understand the need for ongoing development in today's world of work;  
Develop a Personal marketing plan and deliver an Elevator pitch video.

### COURSE CONTENTS

Introduction to Personal marketing  
Performance skills: personal competences  
Performance skills: interpersonal abilities  
Values at work  
Personal marketing plan  
Personal branding  
Reputation management: offline and online  
Preparing and delivering an Elevator pitch video

### PREREQUISITES

The course is an introduction to Personal marketing using performance skills and does not require any previous knowledge of these subjects. Curiosity towards 'being our best in all we do' will be a facilitating factor in obtaining the most from the sessions.

## METHOD OF TEACHING

Together with traditional front-of-room lectures coupled with MS PowerPoint input, the learning process is supported by stimulating experiential learning and interactive coaching exercises, short videos, small group work, pair work and group discussions.

## COURSE REQUIREMENTS

Students are required to:

- Attend in class and actively participate in the class lessons. Mobile phones are NOT to be used in class;
- Create, in MS PowerPoint or PDF only, a five-minute end-of-course presentation, showcasing themselves and what they bring or will bring to the world of work. The presentation should be submitted for viewing during the scheduled 'Class presentations' lesson(s);
- Make and submit a thirty-second Elevator pitch video, in .mp4 format, for viewing during the scheduled 'Class presentations' lesson(s);
- Take an end-of-course two-part (open book) written exam assignment for online submission by the scheduled 'Final exams' lesson.

## CREDITS

6 ECTS

## GRADING

Engagement with the lessons	10% of final grade
Class presentation and Elevator pitch video	30% of final grade
Final written exam	60% of final grade

## COURSE READINGS AND MATERIALS

Essential reading list:

Groves Brian, *Performance skills at work* (EDUCatt publication).

Material for the coaching exercises and the course slides will be available on Blackboard.

## INSTRUCTOR BIO

Brian Groves DipM FCIM Chartered Marketer, CTI-trained Co-Active Coach, Freelance Trainer, and Author, has supplied to date over 17,205 hours of professional and personal development to a portfolio of corporate and individual clients.

Past clients include: ARCA SGR SpA, Compaq Computer SpA, Credit Suisse First Boston, Dell SpA, Escada Italia Srl, Fideuram Capital SpA and Luxottica Group SpA.

As a Contracted Professor, in addition to the course *Personal marketing: performance skills at work*, Brian teaches the Università Cattolica's International Curriculum graduate courses *Leadership coaching: bringing*

*potential to the stage of work, The human side of business, Diversity at work: working better by working together, and Performance management at work.*

In past semesters, he additionally taught the course *Mentoring success: the stage of work*, being part of the Università Cattolica's International Internship Program, plus the Interfaculty postgraduate course *Training through drama and coaching for work*. In 2012, as a Visiting Professor, he taught this course at the Pontifical University of John Paul II in Krakow, Poland.

Born in Brighton, England, he started his career in the corporate worlds of London and Brighton working in finance and banking. Putting aside the suit and tie, he then experienced a different perspective of life as a kibbutz volunteer, based near Haifa, Israel, for six months.

After residing in Milan for many years, he currently lives in Modena, Italy. A passion for music, sport, and the theatre, examples of channelling the power of preparation and practice into peak moments of performance, have accompanied him throughout his journey to now.

To date, he has published 34 books uniting coaching, performance and work, plus more recently, inspirational and haiku poetry. A keen blogger, Brian's 1,400+ postings regarding professional and personal development can be read at <http://bgdtcoaching.wordpress.com>

#### E-MAIL ADDRESS

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