

Manage Your “Personal Brand” Evaluation Summary

07-24-11 Ellen Looyen

Total Participants – 133

Total Surveys Received – 83

Return Ratio – 62%

	Please indicate which KP group and department you belong to:	Program Offices	KPIT	The Permanente Federation	Other	
		88%	1%	2%	8%	
Number	Question	Excellent	Very Good	Fair	Not Very Good	Poor
2	Please rate the overall quality of today’s workshop:	85%	13%		1%	
Number	Question	Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
3	Please rate the statement: “The workshop was effective, engaging, and I learned something that I can apply to my personal or professional life.”	90%	8%	1%		
4	Please rate the statement: “I would recommend this workshop to a friend or colleague in the future.”	89%	10%		1%	

Anonymous Responses:

What did you find most helpful about today's training workshop?

- Passionate, humorous, eloquent and inspired me to be confident w myself
- Great “soundbites” to use in coaching others
- Energy and presentation of speaker. Very charming and charismatic, great information!
- Everything
- Story telling
- Traits of a leader and recognizing what keeps me from being present
- How to reinvigorate my self presentation with passion
- Audience participation, wish we'd had more of it (folks reporting out after each exercise)

Great job!
It is very refreshing to hear that I can be a brand, also loved the partner exercises
Good career advice
Eight elements of charismatic influence; emotionally connect
Self reflection
Speaker was appealing and fun plus great information
Telling your own story exercise, detail of the power point, the power of charisma and storytelling
Very tactic and easy to follow
The value of charisma
Knowing about yourself and your worth and what you should do strategize to sell yourself
Story-telling your values
Good points; something to take away
All
Topic
The articulation of the invisible but critical components of self-promotion
Providing access to ppt
Identifying personal traits
Loved the story
The charismatic competences! The importance of story-telling!
Charisma/personal story to connect your talent.
Very entertaining and informative
Reflecting with our stories and matching them with our values
Excellent speaker. Very charismatic
The importance of branding and accelerating your career!
Be aware of how other's perceive your confidence level
Realizing how little you think of yourself
Emotional impact elements
How to explain what I do into a story
Engaging speaker with helpful tips about branding
Important life skill training
Made me truly thing about myself
Learning how hard it is to talk about my own brand.
Interactive sessions - "what are you known for". Great well known examples
Key takeaway
Very engaging speaker
Gave me new insights
She helped me recognize things I was to change about me
Leaving to be confident, change my thinking - to be the best, to brand myself
Touched me personally - taught me about myself

Speaker is very energetic and good delivering speech/presentation
I liked the 8 elements of charismatic influence essential for leadership
Really valuable personally
Elements of charisma
Made me think about how I come across
Ellen's stories and focus on our branding
Lesson on charisma
Learning the value of storytelling, on personal branding
8 elements of charisma
Engaging speaker - charismatic
It will help me promote better the value I bring to this company and communicate with others.
My brand awareness
All - speaker was enthusiastic and energetic - really enjoyed her and content
The interactive exercise
Everything
The 8 elements and the picasso statement
Excellent story telling, excellent ppt deck with tips
Very engaging
Interaction with one another in practicing telling my story. Speaker had a great personality
Great to learn you can work on boosting your own charisma
The energy level of the speaker

What would you change about today's session?

Nothing
make it longer
n/a
Enlarge presentation to a full course
Fewer inserted quips & jokes. maximize our very busy time with as many straightforward facts, tools and questions as possible
More time
Nothing
Nothing - it was great
Make it longer
I wish it was longer
Need more time
Nothing
I hope it is longer and more hands on
Nothing
Set aside refreshments in separate room so its not distracting

None
Longer time devoted this topic
Longer- more detailed!
More time?
More water, I got thirsty
Perfect, this was the best one yet!
More time.
More interactive with people
Nothing
Should be extended to 2 hour session
Nothing
Increase length of the session
1/2 hour longer
Longer session
Nothing
Allow more time
Nothing
More ways to execute on recommendations
Nothing
Nothing - loved it!
Let ppl know the presentation material will be available later - after presentation
nothing
nothing
nothing
Provide water
nothing
More detail on implementation
nothing
More time
nothing
nothing
nothing
I would - just expand this into smaller groups for 1:1 consultation opportunities
More time needed
Larger audience

Do you have a suggestion for a future speaker or workforce training workshop?

Speaking to executives, telling a story about KP
Bring ellen back! I could listen to her all day!
no

Keith Wyche - "Good is not enough". Call Lisa Stweard 510-418-0699
More development and learning presenter
Julie Brown and associates. Does great workshops called True Colors. Get Julie Brown!
Leadership
none
similar professional development series
Personal finances/credit
Bring ellen looyen back for future sessions
More like this!
More personal/professional development and engagement
Michael Tahagawa, CEO, Corporate Edge
Bigger room perhaps? Encouragement for attendees to be present early, more food?
Follow up sessions
Rokeve Cialdini, PHD in influence
Wonderful
Bring ellen back
Networking, public speaking
A speed networking event