TERMS OF REFERENCE
Training on ‘The Infinite Game of Personal Branding’

Training: We have identified ‘Understanding your organization and projects’ brand and incorporating it to achieve success’ a training need for the ILES/Freshwater team.

Organization Background
Founded in 1961, World Wildlife Fund’s (WWF) mission is to conserve nature and reduce the most pressing threats to the diversity of life on Earth. Using the best available scientific knowledge and advancing that knowledge where possible, WWF works to preserve the diversity and abundance of life on Earth and the health of ecological systems by protecting natural areas and wild populations of plants and animals, including endangered species; promoting sustainable approaches to the use of renewable natural resources; and promoting more efficient use of resources and energy and the maximum reduction of pollution. WWF is committed to reversing the degradation of the planet’s natural environment and to building a future in which human needs are met in harmony with nature.

Organizational Needs:
All the employees who are either running single or multiple projects in Freshwater are brilliant in implementation of technical deliverables of the projects. However, when it comes to working together as a team and communicating with influence with external/internal stakeholders that includes government agencies and donors, SMT at Head Office and to the network, there is scope of improvement. The team needs to learn the art and science of presenting information accurately, briefly, clearly and effectively to relevant stake holders as well as understand how team effectiveness can be enhanced. Moreover, there is need to understand and identify with the organization’s and project’s brand image.

The Task:
The scope of this consultancy is to provide training to the participants on how to communicate effectively and methods to make teams most effective: These shall include

- Identifying and relating with your organization’s / project’s brand
- Express thoughts with clarity
- Persuade people with confidence
- Overcoming nervousness
- Use visual tools appropriately
- Make an impact with non-verbal tools
- Present in high stake meetings
- Create rapport with audience
- Maximize influence as a credible WWF worker
- Enhancing team effectiveness
- Adopting grown mindset in receiving feedback
- Strategic listening that builds trust
- Being more assertive and empathetic
Deliverables:
- One Day training
- Understand the project and organizational goals for achievement of deliverables
- Better workplace communication
- How to better know your job, know your team(s) and know your organization.

Requirement for Experience & Qualification
Minimum Requirements:
- Bachelor’s/ Master’s degree in any relevant discipline
- Training experience of 05 years in trainings on Communications preferably in NCO sector is mandatory

Competencies:
- Excellent interpersonal skills and flexible attitude
- Proficient in Urdu and English language
- Ability to engage and keep the session lively and moving

Documents to be included when submitting the proposal
Interested individual consultants must submit the following documents/information to demonstrate their qualification:
- Proposal (1) explaining why they are the most suitable for the work (2) provide brief methodology on how they will approach and conduct the work
- Financial proposal
- Curriculum Vitae