

# Personal Branding

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A strong personal brand is built on clarity, consistency, and credibility. It reflects how individuals communicate their values, strengths, and purpose—and how they are perceived by others. This workshop helps participants understand personal branding as a strategic tool for professional effectiveness, career growth, and influence.

Participants learn how to identify and articulate their unique strengths, align their actions with their values, and present themselves with authenticity and intention. The workshop also explores how personal branding extends across communication, behavior, and digital presence, including the effective use of social media. Participants leave with practical strategies to intentionally shape their professional reputation and represent themselves with confidence and integrity.

## Workshop Objectives:

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- Define personal branding and explain its impact on professional credibility and influence.
- Identify personal strengths, values, and professional assets that differentiate their brand.
- Align behavior, communication, and appearance to present a consistent and authentic professional image.
- Communicate vision and purpose clearly in professional interactions.
- Use social media and digital platforms intentionally to support and protect a professional reputation.
- Recognize potential risks to personal brand and apply strategies to manage brand challenges.
- Develop a personal branding action plan that supports long-term career and professional goals.



## Course Outline:

Module One: Getting Started

Module Two: Defining Yourself (I)

Module Three: Defining Yourself (II)

Module Four: Controlling/Developing Image

Module Five: Personal/Professional Influences

Module Six: Sharpening Your Brand

Module Seven: Appearance Matters

Module Eight: Social Media (I)

Module Nine: Social Media (II)

Module Ten: Brand Management During a Crisis

Module Eleven: Branding Personality Traits

Module Twelve: Wrapping Up