

Personal Branding

Personal Branding is identifying your assets, characteristics, and skills as an individual. Understanding Personal Branding provide advantages in your participant's personal and professional lives. Branding is a mix of how you present and how others see you. It is important to be aware of how viewed.

With our Personal Branding course your participants will be able to share their vision and passions with others in your company. Utilize this knowledge through Social Media to define and influence how others see you. You are your brand so protect it. Live it.



strengths,
will

yourself
you are

able to
define and
influence

Course Outline:

Module One: Getting Started

- Housekeeping items
- Pre-Assignment Review
- Parking Lot
- Workshop Objectives
- Action Plans

Module Two: Defining Yourself (I)

- If You Don't, They Will
- Brand Mantra
- Be Real
- SWOT Analysis
- Case Study
- Module Two: Review Questions

Module Three: Defining Yourself (II)

- Pillars
- Passions
- Define Your Strengths
- The Three C's
- Case Study
- Module Three: Review Questions

Module Four: Controlling and Developing Your Image

- Clear and Defined
- Consistent Image
- It Takes a Commitment
- Live It Every Day
- Case Study
- Module Four: Review Questions

Module Five: Personal and Professional Influences

- Corporate and Personal Integration
- They Will Influence Each Other
- Be a Professional
- Build Rapport
- Module Five: Review Questions

Module Six: Sharpening Your Brand

- Blogging
- Authenticity is Key (always be authentic)
- Transparency
- Networking
- Case Study
- Module Six: Review Questions

Module Seven: Appearance Matters

- First Impressions
- Rise Out of the Crowd
- True Reflection
- Dress for Success
- Case Study
- Module Seven: Review Questions

Module Eight: Social Media (I)

- Needs Constant Monitoring
- Security
- Have an Objective
- Promote
- Case Study
- Module Eight: Review Questions

Module Nine: Social Media (II)

- It's a Tool
- Content is King
- Have a Gimmick
- Don't Ignore Any Mentions
- Case Study
- Module Nine: Review Questions

Module Ten: Brand Management during a Crisis

- Caught In a Bad Spot?
- Never Burn a Bridge
- Information
- Monitor and Respond
- Case Study
- Module Ten: Review Questions

Module Eleven: Branding Personality Traits

- Identify Your Unique Values
- Be Bold
- Think Outside the Box
- Fail. Learn. Repeat
- Case Study
- Module Eleven: Review Questions

Module Twelve: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations