

## Personal Branding

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

### Course Outline

- Defining Yourself
- Controlling and Developing Your Image
- Personal and Professional Influences
- Sharpening Your Brand
- Appearance Matters
- Social Media
- Brand Management During a Crisis
- Branding Personality Traits

### Prerequisites

The candidate must have completed or be in the process of completing a high school or secondary school diploma or similar educational standards.

### Training methods

- Interactive facilitator lead learning
- Class activities
- Group discussions and case studies
- Practical sessions
- Question and answer sessions
- E-learning
- Role-plays
- Self-assessment tools

### Learning outcomes

Upon the completion of this Course, the learner will be able to:

- Define the image.
- Control the image.
- Understand how to sharpen the brand.
- Use social media appropriately.
- Manage the brand in a crisis.
- Develop a professional appearance.

### Course Duration

The standard duration of this course is 12 contact hours.

### Approvals & Accreditation

- Ministry of Labour, Kingdom of Bahrain
- HABC
- ILM

### Who Should Attend

Middle to high level staff such as:

- Managers
- Marketing team members
- Sales representatives

For more information please feel free to contact:

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