

# Secrets In PERSONAL BRANDING

## “LIVING A LIFE OF FULFILMENT OF YOUR TRUE PURPOSE AND BUILDING A LASTING IMPRESSION”

### Course Description

Personal Branding is often thought of as a way of self-promoting themselves to the outside world. The idea of impression management and self-presentation is becoming more and more important with the rise of social media and an ever-evolving online world.

Your personal brand is within your control and can be carefully shaped and crafted according to your guiding principles, values and purpose. ***Everyone has a personal brand (even if they don't realize it).***

### Learning Outcomes

- Create a high impact personal profile that is unique and reflects the story of personal brand
- Gain a practical set of tools and techniques to brand yourself in any situations
- Create a value proposition and mission statement for self that is purposeful and meaningful
- Enhance your life and career with effective and practical brand strategies Identify opportunities to increase the visibility of personal brand

Session One:  
Importance of a Personal Brand

Session Two :  
Appreciating the power of Branding

Session Three:  
Case Study of Successful Personal Brands?

Session Four :  
Creating Your Brand

Session Five :  
Knowing Your Niche

Session Six :  
Crafting your Personal Brand Profile

Session Seven:  
Communication Your Brand to the World

Session Eight :  
Controlling your Brand

Session Nine:  
Personal Branding at your Workplace

Session Ten :  
Sustaining your Personal Brand

Facilitator  
Mary Lourdes

Duration : 1 day