



Building A Powerful Personal Brand and Reputation

Be Unique, Be the Best and Stand Out from the Crowd

► Upcoming Sessions

19-23 Aug 2024	Madrid - Spain	\$5,950
14-18 Oct 2024	London - UK	\$5,950
02-06 Jun 2025	Dubai - UAE	\$5,950
13-17 Oct 2025	London - UK	\$5,950

► Training Details

Training Course Overview

We're all familiar with the saying that first impressions are formed within seconds, but have you ever considered what kind of impression you want to leave? What values do you uphold? What do you aspire to be known for? What are your strengths and unique qualities? These are just some of the aspects to contemplate when crafting your personal brand. It's crucial not to leave this perception up to chance, as it inevitably becomes reality and can be challenging to alter later on.

Over time, our actions, decisions, and track record shape our reputation. Our personal brand essentially represents a promise, and how we fulfill that promise defines our reputation. This training course empowers participants to actively manage their reputation, enabling them to consciously and deliberately shape public perception. By doing so, delegates position themselves as industry authorities, distinguishing themselves in a crowded marketplace.

Training Course Objectives

By the end of this Anderson training course, you will be able to:

- Grasp the concept of a personal brand and the importance in the workplace
- Design your own personal brand using foundational and advanced components
- Apply the appropriate behaviours in your everyday tasks to demonstrate your brand
- Understand your own reputation and ways to manage it for personal transformation
- Being aware of the role of social media and professional networks
- Develop a plan to maintain your personal brand

Designed For

This Anderson training course is suitable to a wide range of professionals but will greatly benefit:

- Professionals who want to improve first impressions and personal presence
- Individuals aiming for promotions into leadership roles
- Leaders who are passionate about developing themselves and others to increase impact
- Anyone who wants to achieve personal growth and learn new skills for career advancement

- ▶ Individuals and leaders wanting to grow their network and enhance their reputation
- ▶ Professionals who want to gain a competitive advantage in their career or industry

Learning Methods

To enhance learning we utilize proven adult learning technology and methods that will result in maximum retention and application. This includes interactive and experiential learning activities, presentations, discussion, assessments, videos, team practice exercises and case studies.

▶ Training Details

▶ Training Course Outline

Amongst a wide range of valuable topics, the following will be prioritised:

- ▶ Understanding what a brand is and the challenges of brands in a disrupted world
- ▶ The benefits, impact and importance of having a strong personal brand
- ▶ The path to understanding and adopting behaviours that will enhance your reputation
- ▶ The benefits and outcomes of increased self-awareness in the workplace
- ▶ The foundation and building blocks of a personal brand
- ▶ The process of designing your own brand
- ▶ Being aware of our reputation and how to manage public perceptions
- ▶ The importance, risks and benefits of social media and professional networks
- ▶ The role of feedback in personal branding and reputation management
- ▶ A personal development plan to boost your reputation

▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

Email: inhouse@anderson.ae

Anderson
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

Web: www.anderson.ae

Email: info@anderson.ae

Phone: +971 4 365 8363

Fax: +971 4 360 4759

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