



## Building A Powerful Personal Brand and Reputation

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

### ► Upcoming Sessions

03-07 Jun 2024	Dubai - UAE	\$5,950
19-23 Aug 2024	Madrid - Spain	\$5,950
14-18 Oct 2024	London - UK	\$5,950

### ► Training Details

#### Training Course Overview

We all know that first impression is made within a few seconds, but have you thought about what type of impression you want to make? What do you stand for, what do you want to be known for, what are you good at, what makes you unique? These, and many other aspects, need to be considered when designing your own personal brand. We can't leave it up to others to decide what our brand is as this perception becomes reality and difficult to change later on.

Over time, our actions, decisions, results and track record become our reputation. Our personal brand is essentially making a promise and how we deliver against that promise is our reputation. This training course will help participants to actively manage their reputation in order to consciously and intentionally influence public perception. This will position delegates to be seen as an authority in their industry and is the best way to stand out 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](mailto:info@anderson.ae)

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

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