



Personal Branding & Image Management

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Personal Branding & Image Management

5 days training course

For detailed information on training course dates, please click the link:

[Personal Branding & Image Management.](#)



Course Overview

This course equips professionals with the skills to build and manage their personal brand, both in-person and online. Participants will learn how to enhance their reputation, influence, and visibility through strategic image management. The course covers key aspects of personal branding, including communication techniques, online presence, networking, and professional conduct, empowering individuals to project a strong, authentic brand that resonates with their audience and accelerates their career.

Objectives:

- Understand the principles of personal branding and its importance in career development.
- Learn techniques for creating and managing an authentic personal brand.
- Master communication strategies, including body language and online presence.
- Develop strategies to effectively network and expand professional connections.
- Learn how to maintain a consistent and impactful image in both professional and personal contexts.

Who Should Attend?

- Professionals looking to advance their careers or build their personal brand.
- Executives, managers, and team leaders aiming to enhance their influence and visibility.
- Entrepreneurs and consultants seeking to differentiate themselves in the market.
- Individuals preparing for career transitions or seeking new opportunities.

Course Outline:

Day 1: Introduction to Personal Branding

- Defining personal branding and image management
- The importance of a strong personal brand
- Assessing your current personal brand
- Identifying your values, strengths, and unique selling points (USPs)

Day 2: Building Your Personal Brand

- Crafting your brand message and positioning
- Developing your online presence (social media, websites, etc.)
- Tailoring your brand to your target audience
- Consistency and authenticity in branding

Day 3: Communication Strategies for Personal Branding

- Mastering verbal and non-verbal communication
- Enhancing your presence through body language
- Creating an impactful elevator pitch
- Effective networking and building relationships

Day 4: Managing Your Image Online

- Social media strategies for professionals
- Personal branding on LinkedIn, Twitter, and other platforms
- Managing online reputation and handling criticism
- Content creation and thought leadership

Day 5: Maintaining and Evolving Your Personal Brand

- Staying relevant and adapting to changes in your career
- Overcoming challenges and setbacks
- Building credibility and trust over time
- Action plan for ongoing personal brand development



DOCUMENTATION

The **MTC team** has meticulously prepared **high-quality training materials** for distribution to all delegates.

CERTIFICATES

An **accredited Certificate of Completion** will be awarded to participants who successfully attend and complete the program.

SCHEDULE

Course sessions are scheduled as follows:

- **Morning Session:** 09:00 AM – 1:00 PM
- **Afternoon Session:** 01:00 PM – 05:00 PM

REGISTRATION & PAYMENT

To register, please complete the **registration form** available on the course page and submit it with your **preferred payment method**. Alternatively, you can contact us via **email or WhatsApp** for assistance.

TRAVEL & TRANSPORT

We ensure a **seamless travel experience** by providing **airport-hotel-airport** transfers for all participants.