Interpersonal Skills and Self Development

Management And Leadership

Personal Branding and Reputation Management

Course Introduction

In today's image-driven world, maintaining a strong personal and organizational reputation is essential. This course on **Personal Branding and Reputation Management** empowers participants to design, present, and manage their brands effectively for greater visibility and influence while preventing reputational damage. Attendees will gain the skills to enhance their public image, build confidence, and stand out in professional and personal settings.

Participants will learn how to leverage digital branding tools to improve online visibility, create impactful social media profiles, and build professional online personas that attract top employers, business partners, and influential leaders. By the end of the course, attendees will be equipped to thrive in their careers and ventures, earning respect, widening their influence, and leaving a lasting positive impression.

Target Audience

- Entrepreneurs
- Business Professionals
- Public Figures
- Administrators
- Political Office Holders
- Employees
- Aspiring Leaders
- Professionals in Networking and Branding

Learning Objectives

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

- Equip participants with branding and image management skills to thrive in the public space.
- Understand the nature of personal branding and its benefits.
- Learn how to apply personal branding tools in the workplace for self-improvement and better influence.
- Identify the benefits of a good public image and how to build one.
- Better understand the steps to take to improve personal brand and be more appealing publicly.

Course Outline

- **01 Day One**

  Module 1: Introduction to Branding

    - What does branding entail?
    - Debunking myths about branding
    - The Nature of Branding and its historical evolution
    - The diverse perspectives on branding
    - Relevance of branding for customer attraction

  Module 2: Building a Brand from an organizational perspective

    - Importance of branding for organizations
    - How to build a reputable brand for an organization?
    - The public image of an organization and branding
    - Branding as a lever; not simply an outcome
    - Building brands across cultural and geographical limitations.

- **02 Day Two**

  Module 3: Branding for Professionals in the Workplace

    - How to improve branding in the workplace as a professional?

- Why is branding important in the workplace?
- Dressing & personal development tips for professionals
- Building the influential workplace brand
- How to be seen and heard with respect as a professional?

Module 4: Branding for Social Influence and Public Appeal

- How to improve public appeal through branding?
- Becoming a more influential personality through branding
- Attracting people of influence and worth
- Standing out at work through effective branding
- Gaining recognition for self-growth and development

- **03 Day Three**

Module 5: Creating a personally unique brand

- What is personal branding?
- Do's and don'ts of personal branding
- Building an attractive social media profile
- Online visibility and usefulness
- Improving your self-confidence through personal branding
- Creating strategies to improve personal branding

Module 6: Tools of Branding

- What are the effective tools of branding?
- Social Media channeling for effective branding
- Reach and influence of a good online profile
- Do's and don'ts online to build a good personal brand
- Lessons from success stories in personal branding

- **04 Day Four**

Module 7: Public Image & Reputation Management

- Maintaining a strong public image
- Ways to Become a naturally likable personality
- Enhancement of reputation and public image
- Self-awareness on a personal and professional level
- Do's and don'ts of good reputation management

- **05 Day Five**

Module 8: Strategies for Brand Development

- Effective strategies for effective branding
- Limitations of branding
- Case studies – application of specific strategies to branding
- Building a unique brand without stress

Module 9: Dealing with Crisis

- Complaints and their Resolution
- Complaint escalation plan
- Crisis management – Choosing and training spokespersons
- Rebuilding business reputation

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 13, 2025	April 17, 2025	5 days	4250.00 $	KSA - Riyadh
July 7, 2025	July 11, 2025	5 days	4250.00 $	UAE - Dubai
Nov. 17, 2025	Nov. 21, 2025	5 days	4250.00 $	UAE - Abu Dhabi