



Soft Skills

BUILD YOUR
PERSONAL

B R A N D

The Power of Personal Branding



2 Day Course



Classroom or Virtual
Blended Training



About the Course

 **Classroom:** R 6, 850 Excl. VAT | **Virtual Training:** R 6, 200 Excl. VAT

Did you know, YOU are the most powerful asset and marketing tool at your disposal? Personal branding is a mix of how you present yourself and how others see you. Yet, personal branding is a bit of an elusive concept. Many people don't understand what personal branding really is, or what they can do to impact their brand in a positive way.

Personal branding influences your reputation and standing in both your career and personal life. Developing a strong personal brand can enhance your credibility and lead to career growth opportunities, but a weak personal brand will leave you vulnerable and potentially ruin your reputation.

This **Personal Branding** 2 day course will equip you with useful tools, tactics, and techniques to build and maintain an incredible personal brand - both online and offline - to position yourself for success! You will discover how to create an authentic personal brand and communicate it effectively.

If you're trying to grow in your career, build up your credibility and reputation, establish yourself as a thought leader, or even start your own business; now is the ideal time to start investing in 'the brand of you'!



[View Public Dates](#)



2 Days



Accessible from any Location on any Device



Certificate of Attendance

What you will learn

- Recognising the importance of personal branding in a digital world and why it can either be your greatest asset or most detrimental liability
- Understanding what is your current personal brand status and how you can improve on it
- Identifying opportunities for your personal brand to grow
- Examining your career and life goals and aligning them with your personal brand
- Establishing a solid personal brand infrastructure – how to maintain it, how to grow it and how to communicate it
- How to communicate authentically and transparently to up build relationships and a successful network
- Crafting the right messages to captivate and build rapport with your specific target audience
- Understanding the importance of continuously growing and improving your personal brand
- Discovering the power of social media and how it can make or break your personal brand
- Resolving a Personal Branding crisis early and effectively to maintain your credibility and status
- Identifying common personal branding pitfalls to prevent destroying or damaging yours

Whether you're building your personal brand from scratch or looking at improving one that already exists, this course will provide you with useful strategies to align your personal brand for what you want for yourself.

Who should attend

This course is appropriate for any individual no matter what profession they are in or their level of seniority. Delegates will discover the importance of personal branding from their individual perspective, but also how it can affect the credibility and perception that stakeholders have of organisation's brand.



"Branding is what people say about you when you are not in the room."

- **Jeff Bezos,**
Founder of Amazon

Course Programme Agenda

Overview and Introduction to Personal Branding

- Overview of Personal Branding
- The Pillars of Personal Branding
- Defining your personal brand – Knowing your strengths, characteristics and weaknesses
- Personal branding and how it influences your life – your career and private life
- The cost to develop your personal brand
- The cost of neglecting your personal brand

Establishing your Personal Brand Infrastructure

- Creating your personal brand foundation – What is your primary objective?
- Developing your personal mission statement
- Personal Branding Rules
- Importance of authenticity and transparency
- Being a great individual but a stronger team player
- Understanding how Emotional Intelligence (EQ) can compliment your personal brand
- Understanding your target audience

Enhancing your Self-Confidence and Assertiveness

- Understanding how your self-confidence impacts your reputation and personal brand
- Tips to enhance your self-confidence
- Understanding how and why assertive behaviour enhances your personal brand
- Discovering other behaviours that can detrimental to your personal brand

Appearance and Body Language Matters

- Realising the true power of first impressions for your personal brand
- How to stand out for the RIGHT reasons
- Analysing the importance of non-verbal communication and how you present yourself
- Dress for success

Effective Communication Skills

- Understanding the Communication Model and how to communicate effectively
- The importance of authenticity in your communication
- Paying careful attention to written communication and preventing potential pitfalls
- The underestimated importance of effective listening
- Communicating effectively on virtual platforms

Using your Personal Brand to Build Good Relationships

- Why personal branding and relationship management go hand-in hand
- Tips to build relationships inside and outside your company
- Building a good rapport with your peers and possible influencers
- Building, growing and maintaining your network and personal database

Your Personal Brand Marketing Plan

- Communicating effectively to your target audience
- Your content marketing framework – Understanding the power and importance of blogging
- Don't ignore mentions! Social listening is important!
- A Website? Should you have one or is LinkedIn sufficient?

Growing your Personal Brand

- Importance of a developing a growth mindset and always learning
- Becoming a lifelong learner
- Your personal brand on social media: LinkedIn, Facebook, Instagram, Twitter, Other
- Thinking outside the box and getting out of your comfort zone
- How to ask for Feedback (both good and bad) – A precious gift to grow your personal brand
- Fail, Learn, Repeat
- Tooting your own horn (within reason)

Managing a Personal Branding Crisis

- Getting caught in a bad spot and how to get out of it stronger
- Looking at the bigger picture to prevent burning bridges in a crisis or disagreement
- Monitoring the situation and responding constructively and professionally to a crisis
- Understanding the importance of taking ownership and accountability for your mistakes

Threats that could Damage your Personal Brand

- The perils of gossip, the dreaded grapevine, and fake news
- Perfectionist behaviour – How it can be detrimental to your time management and reputation
- Beware of egocentrics and narcissists - Make sure you don't project these personalities!



Short Course Training Formats

We offer 2 Short Course Training Formats, to fit in with your staff development and upskilling objectives.



Public Training

Public training is the ideal choice to develop a specific skill, and it gives employers the opportunity to pre-plan staff training in advance. Every month, we pre-schedule various short courses for the public.

*Classroom training (Johannesburg only) and Blended / Virtual Training (nationwide) is available.



Onsite / In-House Training

Have a group of delegates and want a tailored organisation-specific training solution? Onsite training is the perfect choice! We can customise your staff training to meet your organisation's needs on a date and at a venue that suits you.

*Classroom training (nationwide) and Blended / Virtual Training (nationwide) is available.

Blended training is available on these popular platforms:



Benefits of this Short Course



Staff Acquire Vital Skills



Increases Efficiency and Productivity



Motivates and Empowers Staff



Future-Proofs your Workforce's Abilities



Immediate Impact on Job Performance



Can lead towards a Competitive Advantage



Can Count towards your B-BBEE Score



Provides a Great Networking Opportunity

Features of this Course



Accessible from any Geographic Location



Expert Facilitators



Practical and Intensive Sessions



Researched to Meet Workplace Demands



Skills you can 'Plug-and-Play' into the Workplace



CBM On-Demand

Training when YOU need it!

No public training short course scheduled on a date when you need it most? No problem. With **CBM On-Demand** we can schedule any course you want, for as many delegates as you need, when YOU want to!

All you need to do to arrange your 'On-Demand' course is to get in touch with us on (011) 454 5505 or email cassidy@cbm-training.co.za. Let us know what your skills development requirements are and we will then arrange your On-Demand course, when YOU need it.



Interested? Here's the Next Step



SIGN UP NOW AND SECURE YOUR PLACE

1. [Click here](#) to register online.
2. Select the training methodology you prefer and the date you would like to attend.
3. Click "make a booking" and fill out the quick online registration form.
4. Choose your payment method to finalise the booking and pay via EFT or credit card.

OR

Click on the buttons below to get a cost estimate before booking.

[Work out a Cost Estimate](#)

[Request a Quotation](#)



HAVE ANY QUESTIONS?

Our professional customer support team is eager to assist and provide you with comprehensive advice and recommend effective skills training solutions.

[Click here](#) to start a live chat with an agent *(available during business hours only)*.

Alternatively, call us on +27 (0)11 454 5505 or email info@cbm-training.co.za.

ACCREDITATION AND B-BBEE



CBM Training holds full institutional accreditation status with the Services SETA – accreditation number 0057.



CBM Training has a B-BBEE Level 1 certificate. We have been evaluated and audited by the BEE Verification Agency.

GET IN TOUCH

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