Course Title: Personal Branding & Professional Presence: Define, Develop, & Project Your Value

- **Duration:** 5 Days (approximately 35-40 instructional hours)
- **Course Goal:** To empower professionals with the strategic insights, practical tools, and self-awareness to intentionally define their unique personal brand, cultivate a powerful professional presence, manage their online and offline reputation, and confidently communicate their value to advance their career and amplify their impact.
- **Core Focus:** Defining your unique value, managing your online reputation, and projecting confidence.

Learning Objectives:

Upon successful completion of this workshop, participants will be able to:

- **Define** their personal brand, including their core values, strengths, passions, and unique value proposition.
- **Craft** a compelling and authentic personal brand statement and elevator pitch.
- **Develop** key components of a strong professional presence, including body language, vocal tone, and executive poise.
- **Conduct** an audit of their current online presence and reputation.
- **Optimize** their LinkedIn profile and other relevant social media to align with their personal brand.
- **Implement** strategies for building a professional network that supports their brand and career goals.
- **Communicate** their brand consistently and confidently in meetings, presentations, and networking events.
- **Navigate** professional interactions with greater self-assurance and impact.
- **Create** a comprehensive action plan to build and manage their personal brand and professional presence long-term.

Target Audience:

- Professionals at all levels seeking to increase their visibility, influence, and career opportunities.
- Aspiring leaders and high-potential employees.
- Consultants, freelancers, and entrepreneurs who need to build a strong personal brand to attract clients.
- Anyone looking to transition careers or re-establish their professional identity.

Prerequisites:

- None. This course is designed to be accessible to all professionals.

Teaching Methodology:

This is a highly interactive, reflective, and skills-based workshop. It is a "working" session where participants will actively build their brand assets. The methodology includes:

- **Interactive Lectures:** Introducing concepts in branding, communication, and impression management.
- **Self-Assessment & Reflection:** Guided exercises for deep introspection on values, strengths, and goals.
- **Practical Workshops:** Participants will draft their brand statements, optimize their LinkedIn profiles in real-time, and practice their elevator pitch.
- **Peer Coaching & Feedback:** A critical component where participants provide constructive feedback to each other in a safe, supportive environment.
- **Role-Playing & Simulations:** Practicing networking conversations and presenting with presence.
- **Video Recording & Playback (highly recommended for onsite):** For powerful feedback on presence and communication style.
- **Action Planning:** Developing personal plans to implement their brand strategy.

*(For **Online Delivery**, this will be adapted using breakout rooms for peer feedback, polls for self-assessment, virtual whiteboards (e.g., Miro/Mural) for brainstorming brand attributes, and screen sharing for live LinkedIn profile reviews.)*

Materials Provided:

- Comprehensive digital or printed workbook with key frameworks, guided exercises, and checklists.
- Templates for a Personal Brand Canvas, a 30-second elevator pitch, and a content strategy for LinkedIn.
- A personal brand action plan template.
- A curated list of resources for networking, public speaking, and online reputation management.
- Certificate of Completion.

Detailed Day-by-Day Curriculum

Day 1: The Foundation – Discovering Your Authentic Personal Brand

- **Module 1: What is a Personal Brand & Why Does It Matter? (Approx. 2 hours)**
    - Welcome, introductions, and establishing a supportive and confidential learning environment.
    - Defining Personal Branding: Your reputation and the promise of value you represent.
    - Moving from "letting it happen" to "intentionally shaping" your brand.
    - The link between a strong personal brand and career success.
    - **Activity:** "What's My Current Brand?" – A perception exercise where participants reflect on how they believe they are currently seen.
- **Module 2: The Core of Your Brand: Values & Passions (Approx. 2.5 hours)**

    - The importance of authenticity in personal branding.
    - **Workshop:** A guided exercise to help participants identify and prioritize their core personal and professional values.
    - Connecting your passions and interests to your professional identity.
- **Module 3: Uncovering Your Superpowers: Strengths & Skills (Approx. 3 hours)**
    - Identifying your key strengths and skills (technical and soft skills).
    - Introduction to strengths-based frameworks (e.g., Gallup's CliftonStrengths - conceptual overview).
    - Gathering evidence of your strengths: Accomplishments and achievements.
    - **Workshop:** "Accomplishment Story Mining" – Participants brainstorm and articulate key career achievements to uncover patterns of strength.
    - **End of Day 1 Recap & Q&A.**

Day 2: Crafting Your Brand Message & Professional Presence

- **Module 4: Defining Your Unique Value Proposition (UVP) (Approx. 2.5 hours)**
    - Synthesizing your values, passions, and strengths into a unique offering.
    - Answering the core questions: Who do you serve? What problem do you solve? What makes you different?
    - Crafting a clear and compelling Personal Brand Statement.
    - **Workshop:** Participants work through a "Personal Brand Canvas" to map out their key attributes and draft their brand statement.
- **Module 5: The Art of the Elevator Pitch (Approx. 2.5 hours)**
    - Structuring a memorable and impactful 30-60 second introduction.
    - Tailoring your pitch to different audiences and situations.
    - Delivering your pitch with confidence and authenticity.
    - **Intensive Practice Session:** Participants draft, refine, and practice their elevator pitch in pairs and small groups, receiving peer feedback.
- **Module 6: Introduction to Professional Presence: The "How" of Your Brand (Approx. 2.5 hours)**
    - Defining professional presence: The combination of poise, confidence, and authenticity that makes people take notice.
    - The three pillars of presence: Gravitas (how you act), Communication (how you speak), and Appearance (how you look).
    - The mind-body connection: How your mindset influences your physical presence.
    - **End of Day 2 Recap & Q&A.**

Day 3: Projecting Confidence – Non-Verbal & Vocal Presence

- **Module 7: The Silent Language: Body Language & Gravitas (Approx. 3 hours)**
    - Understanding the impact of non-verbal communication on perception.
    - Projecting confidence through posture, gestures, and stance.
    - The importance of eye contact in building trust.
    - Reading the room: Developing situational awareness.
    - **Experiential Workshop:** Practical exercises on confident posture, purposeful movement, and effective gestures.

- **Module 8: The Sound of Leadership: Vocal Presence (Approx. 2.5 hours)**
    - The impact of your voice on how your message is received.
    - Key elements of vocal delivery: Pace, Pitch, Volume, and Tone.
    - Eliminating filler words (um, ah, like).
    - The power of the strategic pause for emphasis and authority.
    - **Practice Session:** Participants practice delivering their elevator pitch, focusing on vocal variety and presence. (Video feedback is highly effective here).
- **Module 9: Projecting Confidence in Meetings & Presentations (Approx. 2 hours)**
    - Strategies for speaking up and contributing effectively in meetings.
    - Techniques for managing nerves and speaking anxiety.
    - How to look and sound confident in virtual meetings (camera setup, lighting, background).
    - **End of Day 3 Recap & Q&A.**

Day 4: Managing Your Digital Brand & Reputation

- **Module 10: Auditing Your Online Presence (Approx. 2 hours)**
    - The importance of your "digital first impression."
    - **Workshop:** A guided session where participants conduct a real-time audit of their own online footprint (Googling themselves, checking social media privacy settings).
    - Identifying inconsistencies and areas for improvement.
- **Module 11: Mastering LinkedIn for Personal Branding (Approx. 3.5 hours)**
    - Moving from a passive résumé to a dynamic, brand-aligned profile.
    - **Live Workshop:** A step-by-step guide to optimizing key LinkedIn sections:
        - Professional Headline & Photo.
        - "About" Summary (your brand story).
        - Experience section (achievement-oriented).
        - Skills & Endorsements.
        - Recommendations.
    - Participants will work on their own profiles during this session.
- **Module 12: Building Your Brand Through Content & Engagement on LinkedIn (Approx. 2 hours)**
    - Strategies for building a valuable professional network.
    - The power of content: Sharing, commenting, and creating valuable content that showcases your expertise.
    - Developing a simple content strategy to build your brand over time.
    - Networking etiquette on LinkedIn.
    - **Activity:** Participants find and share a relevant article, crafting an insightful comment to post with it.
    - **End of Day 4 Recap & Q&A.**

Day 5: Networking, Application & Your Brand Action Plan

- **Module 13: Strategic Networking: Building Your Brand Community (Approx. 3 hours)**
    - Shifting the mindset from "taking" to "giving" in networking.
    - Developing a strategic networking plan: Identifying key people and communities.

    - Techniques for navigating networking events (both in-person and virtual).
    - How to initiate and follow up on networking conversations.
    - Maintaining professional relationships over time.
    - **Role-Play:** Practicing networking introductions and conversations.
- **Module 14: Integrating Your Brand into Daily Work (Approx. 2 hours)**
    - Ensuring consistency between your stated brand and your daily actions and behaviors.
    - How to demonstrate your brand in team projects, emails, and interactions with colleagues.
    - Seeking opportunities that align with and strengthen your personal brand.
- **Module 15: Your Personal Brand & Presence Action Plan (Approx. 2 hours)**
    - **Capstone Workshop:** Participants synthesize their key learnings from the week.
    - They create a comprehensive action plan focusing on:
        1. Finalizing their brand statement and pitch.
        2. Key actions for improving their professional presence.
        3. A timeline for updating their online brand.
        4. A networking and content strategy for the next 90 days.
- **Module 16: Course Review & Commitment to Action (Approx. 1 hour)**
    - Review of the key principles of personal branding and professional presence.
    - Open forum for final questions and sharing key insights.
    - Participants share one key commitment from their action plan.
    - Course evaluation and closing.