Personal Brand Management Training

Duration: **1 Day**

BILGINÇ IT Academy
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Overview

In today's competitive world, personal branding is not a luxury—it's a necessity. This training equips professionals with the tools to create, manage and amplify their personal brand in a way that aligns with their values and career aspirations—both online and offline.

Who Should Attend

- Mid- and senior-level managers
- Professionals looking to build their public and online presence
- Anyone aiming to increase visibility in their field and take control of their career narrative

What You Will Learn

- **Faster Career Progression:** A strong personal brand makes you stand out in interviews and promotion processes.
- **More Job Opportunities:** Being recognized and visible opens new doors in your professional path.
- **Increased Earnings:** A trustworthy and well-known brand image brings access to better-paying roles.
- **Boosted Confidence:** Knowing your strengths enhances your motivation and success.
- **A Fulfilling Career:** Aligning your personal brand with your values leads to long-term career satisfaction.

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Outline

Module 1: Fundamentals of Personal Branding

- What is a personal brand and why does it matter?
- Discovering your identity, defining your audience
- Creating your mission, vision and value set
- Foundations of branding: credibility, visibility, consistency

Module 2: Digital Presence & Online Branding

- Using platforms like LinkedIn, Instagram, Twitter strategically
- Building a personal website or blog
- Creating content (articles, ebooks, visuals)
- SEO and digital marketing for personal visibility

Module 3: Communication & Networking

- Verbal and written communication skills
- Presentation mastery and storytelling
- Building meaningful professional connections
- Introducing yourself at events and public appearances

Module 4: Branding Strategy Development

- Creating a short- and long-term brand roadmap
- Defining your personal brand promise
- Measuring and improving brand impact
- Managing reputation during challenging times

Module 5: Practical Personal Brand Growth

- Continuous self-development planning
- Getting mentorship or coaching support
- Acting as a brand ambassador
- Using visuals: photography, videography and media kits

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