

# Skills Hack - Building your Personal Brand

Learn via: **Classroom / Virtual Classroom / Online**

Duration: **3 Gün**

## **Overview**

*"Your brand is what people say about you when you are not in the room"*  
*Jeff Bezos, Founder of Amazon*

Personal branding is about taking a strategic marketing approach to the impression you create and the impact you make. Too many people leave it to chance; when they interact with others they have no real idea how they want to be perceived. As a result they end up sending out mixed or confused messages. This session explores the concept of having a personal brand that will prepare you for working in a global market via social media and mobile communications. It will help to lay the foundation for forging strong personal relationships within your working life.

## **Target audience**

This ½ day session is suitable for anyone who wants to improve the way they are perceived in a world of contemporary communications.

## **What You Will Learn**

- What is a personal brand, why have one?
- What works and what doesn't
- Identify your strengths
- Identify your media persona
- Using the right language and approach
- Build your own brand plan