

Personal Branding for Entrepreneurs

London (UK)

28 October - 1 November 2024

UK Training

PARTNER



Personal Branding for Entrepreneurs

Code: CC28 From: 28 October - 1 November 2024 City: London (UK) Fees: 4700 Pound

Introduction

Personal branding is the practice of actively managing and promoting your own image, reputation, and identity in both personal and professional contexts. It involves shaping how others perceive you, showcasing your unique strengths and qualities, and effectively communicating your values and expertise. A well-crafted personal brand can open opportunities, enhance your credibility, and help you stand out in a competitive world.

Objective

- Lay the foundation by comprehending the concept and significance of personal branding.
- Uncover your unique qualities, skills, and values that will define your personal brand.
- Develop a strategic plan for shaping and promoting your personal brand.
- Leverage digital platforms to establish and reinforce your personal brand.
- Learn how to sustain and evolve your personal brand over time.

Course outline

Day 1

Understanding Personal Branding

- Define personal branding and its importance.
- Analyse successful personal branding examples.
- Identify your current personal brand self-assessment.

Day 2

Identifying Your Unique Value

- Conduct a SWOT analysis Strengths, Weaknesses, Opportunities, Threats.
- Determine your unique selling points.
- Define your core values and mission.

Day 3

Creating Your Personal Brand Strategy

- Set clear goals and objectives for your personal brand.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

UK Training
PARTNER

- Identify your target audience and their needs.
- Craft your personal brand statement or elevator pitch.

Day 4

Building an Online Presence

- Optimize your LinkedIn profile and other relevant social media profiles.
- Create and share valuable content in your area of expertise.
- Develop a consistent and authentic online persona.

Day 5

Maintaining and Evolving Your Personal Brand

- Monitor and manage your online reputation.
- Seek feedback and make necessary adjustments.
- Develop a personal branding roadmap for the future.

UK Training
PARTNER



Blackbird Training Cities

Europe



Zurich (Switzerland)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)



Milan (Italy)

USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Moscow (Russia)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)

UK Training
PARTNER

Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

- Professional Skills
- Finance, Accounting, Budgeting
- Media & Public Relations
- Project Management
- Human Resources
- Audit & Quality Assurance
- Marketing, Sales, Customer Service
- Secretary & Admin
- Supply Chain & Logistics
- Management & Leadership
- Agile and Refinement

Technical Courses

- Hospital Management
- Public Sector
- Special Workshops
- Oil & Gas Engineering
- Telecom Engineering
- IT & IT Engineering
- Health & Safety
- Law and Contract Management
- Customs & Safety
- Aviation
- C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



training@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

