

## Personal Branding for Entrepreneurs

*Sharm El-Sheikh (Egypt)*

*13 - 17 April 2025*

UK Training

**PARTNER**



## Personal Branding for Entrepreneurs

Code: CC28 From: 13 - 17 April 2025 City: Sharm El-Sheikh (Egypt) Fees: 3700 Pound

### Introduction

Personal branding is the practice of actively managing and promoting your 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 landscape.

### Course Objectives

- 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 Outlines

#### Day 1: Understanding Personal Branding

- Define personal branding and its importance.
- Analyze 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.
- 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.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground on the right, with a silver pawn and a silver knight behind it. The board is a checkered pattern of light and dark squares. In the background, there are concentric white circles on a light gray background.

UK Training  
**PARTNER**

- 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.

### Importance of Personal Branding for Entrepreneurs

Personal branding is crucial for the success of entrepreneurs. Here are some key reasons why personal branding is important:

- **Facilitates Communication:** Understanding the meaning of personal branding helps you communicate more effectively with your target audience.
- **Enhances Credibility:** A well-crafted personal brand strategy boosts your credibility and trustworthiness in the market.
- **Opens Opportunities:** Developing your personal brand can pave the way for new opportunities, both in business and personal life.

## Blackbird Training Cities

### Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



## Blackbird Training Cities

### USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

### Africa



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training  
**PARTNER**

## Blackbird Training Cities

### Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## 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 Elevation

### 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

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

UK Training  
**PARTNER**

