

## Personal Branding for Entrepreneurs

*Cape Town (South Africa)*

*19 - 23 August 2024*

UK Training

# PARTNER



## Personal Branding for Entrepreneurs

Code: CC28 From: 19 - 23 August 2024 City: Cape Town (South Africa) Fees: 3300 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 a king piece in the foreground. The text 'UK Training PARTNER' is overlaid on 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.

## Blackbird Training Cities

### Europe



Copenhagen (Denmark)



Sarajevo (Bosnia and Herzegovina)



Málaga (Spain)



Cascais (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



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)



Los Angeles (USA)



Florida (USA)



Online



Phoenix (USA)



Texas (USA)



Boston (USA)



Washington (USA)



Miami (USA)



New York (USA)



Toronto (Canada)

### USA & Canada

UK Training  
**PARTNER**

## Blackbird Training Cities

### Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Singapore (Singapore)  
(Kuwait)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Jakarta (Indonesia)

### Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



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



**BLACKBIRD**  
FOR 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**

