BLACKBIRD FOR TRAINING

Building Your Personal Self-Brand

Amsterdam (Netherlands)

24 - 28 February 2025

UK Traininig

PARTNER

www.blackbird-training.com

Building Your Personal Self-Brand

Code: OC28 From: 24 - 28 February 2025 City: Amsterdam (Netherlands) Fees: 4900 Pound

Introduction

What is Personal Branding? Building a personal brand involves creating a unique and consistent image that reflects who you are and what you stand for. Whether you are an entrepreneur, influencer, or professional, personal branding is crucial for standing out in your field and making a positive impact.

Course Objectives

- Define the concept of personal branding and understand its significance.
- Explore why personal branding is important for professional success.
- Identify the key elements of personal branding that contribute to a strong personal image.
- Engage in self-discovery to articulate your Unique Value Proposition UVP.
- Learn how to build your personal brand through effective online presence strategies.
- Develop skills for creating valuable content that resonates with your target audience.
- Understand the role of networking and authenticity in enhancing your personal brand.
- Set actionable goals for continuous personal branding development and improvement.

Course Outlines

Day 1: Self-Reflection

- What is Personal Branding?
- The Importance of Personal Branding: Understanding the benefits of personal branding and how it positively impacts your career.
- Why You Should Care About Your Personal Brand: Discussing the purpose of personal branding and its role in your professional journey.
- Setting Expectations for the Course: What participants can expect to learn.

Day 2: Self-Discovery and Defining Your Brand

- Self-Awareness: Discovering yourself is the first step toward effective personal branding.
- Identifying Your Strengths, Passions, and Values: This will help you define your Unique Value Proposition UVP.
- Exercises and Self-Assessments: Engaging activities to enhance your understanding of your personal brand.

Day 3: Establishing Your Online Presence

- Building a Personal Website and Blog: How these tools can elevate your personal branding development.
- Using Social Media for Personal Branding: Effective strategies for leveraging social media to build your

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

brand.
- The Importance of a Professional Email Address: Enhancing your professional image.
- Creating a Consistent Online Brand Identity: Maintaining clarity and consistency in your messaging.

Day 4: Content Creation and Engagement

- Developing a Content Strategy: Crafting compelling content to engage your audience.
- Types of Content: Exploring blogs, videos, and social media as part of your personal branding toolkit.
- Building Engagement and Interacting with Your Audience: The significance of continuous interaction.
- Leveraging Storytelling in Your Brand: Using stories to captivate your audience and build connections.

Day 5: Networking, Authenticity, and Continuous Improvement

- Building Professional Relationships and Networking: The role of networking in successful personal branding.
- The Role of Authenticity in Personal Branding: How authenticity helps you stand out.
- Measuring and Adapting Your Brand: The importance of ongoing assessment of your brand.
- Setting Long-term Personal Branding Goals: Planning for sustained success.

Conclusion

Understanding the power of personal branding and applying the right techniques is the first step toward achieving success. Join us in this personal branding course to receive personal branding certification, develop your personal branding skills, and prepare for a path of personal branding for success!

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

Europe

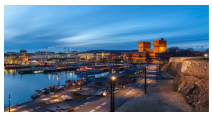
Malaga (Spain)

Sarajevo (Bosnia and Herzegovina)

Cascais (Portugal)

Glasgow (Scotland)

Edinburgh (UK)

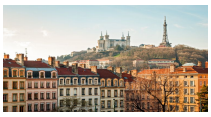

Oslo (Norway)

Annecy (France)

Bordeax (France)

Copenhagen (Denmark)

Birmingham (UK)


Lyon (France)

Moscow (Russia)

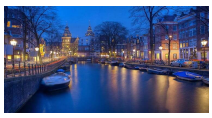
Stockholm (Sweden)

Podgorica (Montenegro)

Batumi (Georgia)

London (UK)

Istanbul (Turkey)


Amsterdam

(Netherlands)

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)

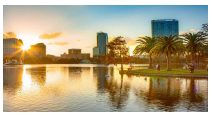
Milan (Italy)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Cities

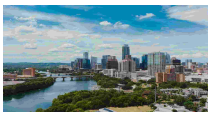
USA & Canada

Los Angeles (USA)


Orlando, Florida (USA)

Online

Phoenix, Arizona (USA)


Houston, Texas (USA)

Boston, MA (USA)

Washington (USA)

Miami, Florida (USA)

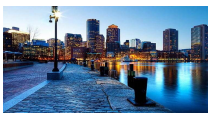
New York City (USA)

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)

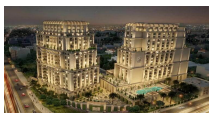
Dubai (UAE)

Kuala Lumpur (Malaysia)

Kuwait City (Kuwait)

Pulau Ujong (Singapore)

Jakarta (Indonesia)


Amman (Jordan)

Beirut (Lebanon)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

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)

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

BLACKBIRD FOR TRAINING

Blackbird Training Clients

MANNAI Trading Company WLL, **Qatar**

Alumina Corporation **Guinea**

Booking.com **Netherlands**

Oxfam GB International Organization, **Yemen**

Capital Markets Authority, **Kuwait**

Waltersmith Petroman Oil Limited **Nigeria**

Qatar National Bank (QNB), **Qatar**

Qatar Foundation, **Qatar**

AFRICAN UNION ADVISORY BOARD ON CORRUPTION, **Tanzania**

KFAS **Kuwait**

Reserve Bank of Malawi, **Malawi**

Central Bank of Nigeria **Nigeria**

Ministry of Interior, **KSA**

Mabruk Oil Company **Libya**

Saudi Electricity Company, **KSA**

BADAN PENGELOLA KEUANGAN Haji, **Indonesia**

NATO **Italy**

ENI CORPORATE UNIVERSITY, **Italy**

Gulf Bank **Kuwait**

General Organization for Social Insurance **KSA**

Defence Space Administraion **Nigeria**

National Industries Group (Holding), **Kuwait**

Hamad Medical Corporation, **Qatar**

USAID **Pakistan**

STC Solutions, **KSA**

North Oil company,

EKO Electricity

Oman Broadband

UN.

Authority for

UK Trainingi **PARTNER**

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

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

www.blackbird-training.com