



CENTRIC GROWTH



T R A I N I N G P R O G R A M

PERSONAL BRANDING



OVERVIEW

in a crowded and competitive world, standing out authentically is key. This training empowers professionals to craft and communicate a compelling personal brand that aligns with their values, professional goals and customer expectations.

KEY LEARNING OBJECTIVES

Participants will:

- Understand the fundamentals of personal branding.
- Identify their unique value proposition.
- Develop a personal brand statement.
- Learn how to align online and offline presence.
- Discover strategies to communicate their brand confidently.

LEARNING METHODOLOGY

- Interactive group exercises
- Guided self-reflection
- Case studies and role-plays
- Branding canvas tool
- Peer feedback sessions

TARGET AUDIENCES

Frontline employees, managers, executives, sales agents, healthcare professionals, and entrepreneurs.

MODULE 1: UNDERSTANDING PERSONAL BRANDING

- What is a personal brand?
- The psychology of perception
- Personal brand vs. reputation

MODULE 3: COMMUNICATING YOUR BRAND

- Verbal and non-verbal communication
- Online presence: LinkedIn, social media, and content
- Personal storytelling techniques

MODULE 2: DISCOVER YOUR UNIQUE VALUE

- Self-assessment (values, strengths, passion)
- Defining your audience and purpose
- Crafting a personal brand statement

MODULE 4: LIVING THE BRAND

- Aligning actions with your brand promise
- Consistency across touchpoints
- Maintaining authenticity under pressure