

Personal branding – crafting professional identity

90-minute virtual session

In today's connected world, personal brand is more important than ever. Whether intentionally built or accidentally shaped, the way others perceive you can open doors, create opportunities, or hold you back.

This practical session helps professionals and leaders understand how to craft an authentic, credible personal brand that aligns with their goals and values — both online and offline.

Learning objectives

- Understand what personal branding is and why it matters
- Identify the key elements of a strong, authentic personal brand
- Explore practical ways to build and communicate your brand
- Recognise common personal branding mistakes and how to avoid them
- Develop an action plan to strengthen your professional identity

Session format

Sessions are usually run on Zoom or Teams. Please let us know if you prefer a different platform.

Groups of up to 12 recommended, up to 20 if necessary. Please let us know if you have a larger group and we can tweak the session accordingly.

All participants receive a PDF of the slides, key learning points and pointers to further learning resources.

Sample timetable

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|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:00 | Welcome and introduction <ul style="list-style-type: none">• What is personal branding?• Why it matters today |
| 9:15 | Key elements of a strong brand <ul style="list-style-type: none">• Authenticity• Credibility• Consistency• Visibility |
| 9:30 | Crafting your brand story <ul style="list-style-type: none">• Practical exercise – defining your unique value proposition |
| 9:50 | Communicating your brand <ul style="list-style-type: none">• Online presence (LinkedIn, professional networks)• Offline impact (meetings, presentations) |
| 10:10 | Action planning <ul style="list-style-type: none">• Building habits to reinforce your brand over time |
| 10:25 | Key takeaways |
| 10:30 | Close |