



@ASK Training
Attitude | Skills | Knowledge

Create Your Personal Brand

Course Code:

ASKCPB

Course Duration:

1 day, 9.00am - 5.00pm

Course Fee:

\$600 (\$654 Inc. 9% GST) per participant

Course Venue:

Hotel

Course Dates:

<https://asktraining.com.sg/course-schedule/>



Course Synopsis

“If you’re not branding yourself, you can be sure others do it for you”

Many people have the same skills and knowledge as you do but why are some people just seems to get more opportunities and attention?

The likelihood is, consciously or unconsciously, they have designed their own unique personal brand.

Personal branding is not about getting a new image makeover or losing those extra weight that you wish to get rid of and definitely it’s not about being active on social media.

It's about being authentic and genuine. It's about bringing out and showcasing the best side of you clearly and consistently to people that matters to you whether they are employers, colleagues, friends, customers or business partners.

Course Objectives

In this workshop you'll learn how to apply branding principles to develop a compelling personal brand that is authentic and appealing, one that will help you to attract opportunities and strengthen relationships for years to come.

Course Outline

- Understand the fundamental concepts of personal branding
- Uncover the mountains of value hidden within
- Determine the unique value that you bring
- Identify a potential list of communication channels to amplify your personal brand
- A 12-month action plan to activate your personal brand transformation

Who Should Attend

This program is suitable for anyone who wants to achieve personal growth and success.

Methodology

This course is highly hands-on and interactive; 30% concepts and 70% practice.

The course includes the use of:

- Personal evaluation tools
- Group discussion
- Worksheets
- Self-evaluation and feedback