



# LinkedIn Personal Branding for Workplace Visibility and Success

## COURSE SYNOPSIS

In Singapore's fast-changing workplace, professional visibility is becoming increasingly important as employees, PMETs, jobseekers, career switchers, freelancers, and business professionals compete for opportunities across a highly connected digital economy. LinkedIn is no longer just an online resume. It has become a professional platform for building credibility, showcasing workplace achievements, expanding networks, and staying visible to employers, colleagues, recruiters, clients, and industry stakeholders.

This 1-day course is designed to help participants develop a clear, authentic, and **workplace-appropriate personal brand** on LinkedIn within the Singapore professional context. Participants will learn how to communicate their professional value, optimise their LinkedIn profile, build a meaningful network, create appropriate professional content, and engage responsibly on LinkedIn to **increase workplace visibility, career confidence, and professional credibility**.

Through guided demonstrations, **hands-on profile improvement activities, writing exercises, and Singapore-based workplace examples**. Participants will practise creating stronger LinkedIn headlines, About sections, professional connection approaches, workplace-related post ideas, and value-added engagement strategies relevant to local industries and career pathways.

The course also covers LinkedIn etiquette, responsible online communication, and practical strategies for building meaningful professional relationships in Singapore's business and employment ecosystem. By the end of the course, participants will be able to improve their LinkedIn profile, communicate their professional value with confidence, and develop practical habits to enhance their workplace visibility, career mobility, and long-term professional success in Singapore.

## DURATION

9.00am - 5.00pm  
(inclusive of 1 hour lunch break)

## PREREQUISITES

Participants are required to bring their own laptop

## COURSE DATES

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

## COURSE FEE

S\$708.50 (inclusive of 9% GST)

Course Code: **ASKLPB**



# COURSE OBJECTIVES

By the end of this course, you should be able to:

- ✓ Optimise their LinkedIn profile to present a professional, credible, and searchable online presence that supports career growth, workplace recognition, and networking opportunities.
- ✓ Craft a compelling LinkedIn headline and About section that clearly communicates their expertise, career positioning, achievements, and professional direction.
- ✓ Build a relevant professional network in Singapore by connecting with colleagues, employers, recruiters, industry peers, clients, partners, alumni, and professional communities.
- ✓ Create professional LinkedIn posts that share workplace learning, industry insights, career reflections, achievements, and value-added perspectives in an authentic and appropriate manner.
- ✓ Apply LinkedIn etiquette and responsible online communication when posting, commenting, sharing, messaging, and engaging with others in a professional Singapore workplace context.



# COURSE OUTLINE

## **Learning Unit 1**

**Optimising Your LinkedIn Profile for Professional Visibility**

## **Learning Unit 2**

**Crafting a Compelling LinkedIn Headline and About Section**

## **Learning Unit 3**

**Building a Relevant Professional Network in Singapore**

## **Learning Unit 4**

**Creating Professional LinkedIn Posts for Visibility**

## **Learning Unit 5**

**Applying LinkedIn Etiquette and Responsible Online Communication**