

Personal Branding

Training Manual

L'esprit Training Centre



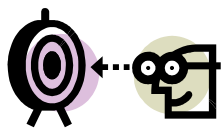
A personal brand is your promise to the marketplace and the world.

Tom Peters

Module One: Getting Started

In the information age, personal branding is necessary for the success of any company or individual. Failing to manage personal branding can lead to misinformation about you or your company becoming public. Taking control of your public image is no longer an option. Identifying and using the tools that affect personal branding correctly will ensure that the public sees the image that you want them to see. A positive brand is necessary for success.

Workshop Objectives



Research has consistently demonstrated that when clear goals are associated with learning, it occurs more easily and rapidly. With that in mind, let's review our goals for today.

At the end of this workshop, participants should be able to:

- Define your image.
- Control your image.
- Understand how to sharpen your brand.
- Use social media appropriately.
- Manage your brand in a crisis.
- Develop a professional appearance.