




**Living Mastery**

 29 Mile Downe Manor, French Lane, Morningside, 2196

 +27 73 149 6414

 info@livingmastery.co.za

 www.livingmastery.co.za

## How to build your Personal Leadership Brand

Duration: 1 day

### Course Overview:

A well-considered Personal branding is a powerful leadership tool that can help one's influence as a leader. Research has shown that less than 15% of professionals and leaders have a defined personal brand but only 5% of them are living up to their personal brand. Unfortunately, in this digital age, personal branding has mistakenly been relegated to merely having an online presence and promoting oneself on the plethora of digital platforms that exist today. As a leader, building and establishing your personal brand is a bigger responsibility and an on-going journey that requires more than just having an online presence. In this course, we will give you the tools you need to increase your market value by intentionally and successfully building and managing your personal brand as a leader.

### Learning outcomes:

After completing this course, you will be able to:

- Identify opportunities to build or improve your personal leadership brand
- Understand the importance of building and managing your personal leadership brand.
- Define your personal leadership aspirations and a personal leadership brand statement.
- Understand what makes a successful personal leadership brand.
- Apply the information and tools to build or improve your personal brand as a leader.
- Formulate a plan on how to successfully build and manage your personal leadership brand.
- Demonstrate the value of a personal leadership brand to your career advancement.

### Topics covered in the course:

#### Module 1: Introduction to Personal Leadership Branding:

- ❖ The concept of branding
- ❖ What is a Personal Leadership Brand?
- ❖ The key elements of Personal Leadership Branding

## **Module 2: Self Evaluation**

- ❖ Review the Motivational Maps report from your pre-assessment – this will give you in-depth insights into what motivates you as a person and leader
- ❖ Conduct a SWOT analysis of your current personal leadership brand
- ❖ Define your personal leadership brand aspirations and statement

## **Module 3: Building your Personal Leadership Brand**

- ❖ 7 key questions to building your personal brand as a leader
- ❖ Living up to your Personal Leadership brand
- ❖ Indicators of successful Personal Leadership Branding and case studies.

## **Module 4: Managing your Personal Leadership Brand**

- ❖ Promoting your personal brand as a leader – online and offline
- ❖ Monitoring and Managing your reputation as a leader – online and offline

## **Module 5: Development of your Personal Leadership Brand Plan (practical)**