

Brand Impact: Building Personal and Organizational Presence

Skills for Success



9063



In-Class



8 hours

Course Description:

This program is designed to provide tools for developing and aligning personal and organizational brand identities. It begins with a focus on identifying individual values, images, and communication style to project an authentic and impactful personal brand. It then introduces key concepts of organizational branding, including mission, vision, positioning, and internal alignment. Through interactive activities and real-world examples, participants will enhance their presence and contribute to cohesive, credible brand experiences within their organizations.

Target Audience:

This course is designed for mid- to senior-level professionals with 5–10 years of experience in marketing, branding, or roles who contribute to organizational brand alignment.

Course Objectives:

By the end of the course, participants will be able to:

- Describe the elements that shape a personal brand and their impact on professional presence.
- Explain methods for aligning behavior and communication with personal branding goals.
- Demonstrate organizational branding principles and the factors that distinguish internal from external brand identity.
- Apply strategies for brand positioning, internal branding, and consistent organizational communication.

Course Outline:

Module 1: Personal Branding Essentials

- What is personal branding?
- Importance of Personal Branding.
- The role of self-image and authenticity in personal branding.
- Identifying and articulating core personal values and strengths.
- Influence of body language, tone, and first impressions on brand perception.
- Practical steps for establishing a unique personal presence.

Module 2: Aligning Personal Brand and Communication

- Assessing style preferences and their influence on credibility.
- Building a consistent professional image through verbal and non-verbal communication.
- Strategies for projecting confidence and maintaining authenticity in diverse contexts.
- Best practices for personal branding on social media.

Module 3: Organizational Branding Fundamentals

- How personal and organizational branding are related.
- What is Organizational Branding?
- Components and structure of organizational brands.
- Differences between internal and external brand perception.
- The impact of mission, vision, and values on brand alignment.
- Connecting individual behaviors to the broader organizational brand.

Module 4: Brand Positioning and Internal Engagement

- Developing effective brand positioning strategies for organizations.
- Creating consistent and credible messaging across touchpoints.
- Employees' awareness about organizational branding.
- Role of employees as brand ambassadors.
- Techniques for fostering internal brand ownership.

Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

Upon Successful Completion of this Course, participants will obtain:

0.6 CEUs

Course Language:

English Material
Bilingual Explanation

Prerequisites:

N/A