



CENTRAL BANK OF EGYPT  
Egyptian Banking Institute

# Personal Branding Mastery for Career Growth

## Interpersonal Skills



10520



In-Class



16 hours

### Course Description:

This course helps professionals build and communicate a strong and authentic personal brand that supports their career growth and professional influence. Participants will learn how to define their unique value proposition, align their personal brand with organizational goals, and communicate their expertise effectively across professional environments and digital platforms, enabling them to position themselves strategically, increase their visibility, and strengthen their professional reputation.

### Target Audience:

- Junior to mid-level

### Course Objectives:

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

- Explain the concept of personal branding and its role in shaping professional reputation and career opportunities.
- Assess their personal strengths, expertise, and differentiators to define a clear professional identity.
- Develop a personal mission, vision, and professional goals that guide their branding strategy.
- Design a personal brand strategy aligned with target audiences, career objectives, and market positioning.
- Craft a compelling personal pitch and professional narrative that communicates their value clearly.
- Apply effective self-marketing techniques to increase visibility, credibility, and professional influence.
- Build and manage professional relationships strategically to strengthen their personal brand and expand their network.

### Course Outline:

#### Module One: Foundations of Personal Branding

- Branding vs personal branding
- The concept of reputation and perception

- The idea of “business of one”
- Personal branding for employees and entrepreneurs
- The importance of standing out

#### Module Two: Defining Your Expertise and Professional Identity

- Defining professional expertise
- Mapping interests in practical skills
- Building confidence as a subject-matter expert
- Developing an extended professional portfolio

#### Module Three: Vision, Mission, Goals and Roles

- Vision statement vs mission statement
- Setting long-term career goals
- Aligning professional roles with personal goals
- Identifying automatic vs non-automatic goals

#### Module Four: Developing a Personal Branding Strategy

- Thinking like a marketer
- Identifying target audience
- Identifying differentiators
- Understanding the attention economy
- Building credibility and visibility

#### Module Five: Designing Your Personal Brand and Pitch

- Personal pitch development
- How to make yourself memorable
- Brand design guidelines
- Communicating professional expertise effectively

#### Module Six: Self-Marketing and Brand Communication

- Building professional relationships
- Communication strategies
- Using multiple channels for visibility
- Broadcasting expertise and content
- Balancing humility vs self-promotion



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### **Module Seven: Sustaining and Expanding Your Personal Brand**

- Building professional communities
- Increasing professional relationships
- Leveraging professional content and achievements
- Reinforcing reputation through actions

### **Assessment Strategy:**

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

### **Course completion will grant participants:**

1.3 CEUs

### **Course Language:**

- Training Material: English
- Facilitation: Bilingual

### **Prerequisites:**

None