

# Building an effective personal brand using digital channels

A personal brand is the most durable asset anyone can build and develop to increase their potential reach to clients, employees, recruiters, and other experts within a chosen industry. The goal of this training is to equip each participant with the knowledge of how to design the foundations of a personal brand, why it matters, and what benefits it can bring.



## Training recipients

- **Specialists and experts (mid/senior level)** – who want to increase their visibility, position themselves as experts, and attract better projects or job opportunities
- **Managers and team leaders** – building authority, influence, and recognition within their industry
- **Entrepreneurs and founders** – growing their business through personal branding (especially in B2B and service-based models)
- **Freelancers and consultants** – who want to acquire clients through digital channels instead of relying solely on referrals
- **Individuals undergoing a career change** – looking to consciously design their market position and stand out with their competencies
- **Active users of LinkedIn and other platforms** – who publish inconsistently or without a strategy and want to structure their approach



## Benefits

### The participant will learn:

- How to identify their UV (unique value), i.e. their distinctive positioning as an expert

- What is required to act consistently and develop a personal brand
- Which social media platforms are most effective for promoting a personal brand, projects, and a company, and what their key functions are
- How to avoid the most common mistakes and tackle the biggest challenges

**The participant will change:**

- Their approach to what a personal brand is and how it can be built in line with individual goals
- The way they use digital channels (e.g. LinkedIn, Twitter, Quora), adapting them to their personal branding objectives

**The participant will receive:**

- Dedicated strategic templates to build the foundations of a personal brand
- Strategic tools to measure effectiveness
- Ready-to-use templates for planning, monitoring, and creating content for digital channels



## Training program

- **Interactive check-in** to align participants' baseline knowledge of social media, their functions, and potential applications.

**What is personal branding in practice?**

- Examples of personal brands with a focus on differences in goals, target audiences, outcomes, and communication styles.
- Case study review. Exercise focused on identifying what builds a personal brand, ensures credibility, and makes an expert brand memorable.

**Goals of personal branding** (business and development).

- How consistent personal branding supports growth, what benefits it brings, and how to manage it effectively.
- Exercise to define participants' individual goals.

**Strategic foundations of personal branding** – goals, target audience, differentiators, and definition of success. Lecture followed by individual exercises using strategic templates.

**Digital tools for building and managing a personal brand** – overview of platforms (e.g. LinkedIn, Twitter, Facebook, Instagram, Medium, Quora, Reddit).

- Case studies.
- Exercise to understand platform-specific features and functions.

**Building a personal brand presence on LinkedIn** – profile optimization checklist and tactics to increase visibility and positioning.

**Managing a personal brand effectively** – practical tactics, tips, and tools for consistency and efficiency.

**FAQ session** – addressing common challenges and doubts in personal branding.

**Q&A session** – answering participants' questions.

**Summary and closing.**



### Expected preparation of the participant

- **Laptops** (minimum 1 per pair).
- **An anonymous pre-training survey** will be sent to participants beforehand.



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### Language

**Training:** English.

**Materials:** English.