

# Creating a Personal Brand

## Program Outline

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# The Need for Creating a Personal Brand

What does it take to stand out, elevate your professional journey, and build long-term career growth in today's competitive environment? The answer is simple: Personal Branding.

In today's fast-paced world, developing a personal brand is no longer optional; it's essential for professional success. Your personal brand is the key to distinguishing yourself in your organization and industry, allowing you to showcase your unique skills, values, and expertise in a way that resonates with your career aspirations.

A personal brand isn't just about self-promotion; it's about building a consistent and authentic professional identity that evolves over time. Whether you're navigating career transitions, seeking new opportunities, or aligning your personal values with your professional goals, a strong personal brand serves as a guide, helping you stay on track and capitalize on emerging opportunities.

At its core, a personal brand enables you to:



## **Stand out :**

Gain opportunities like high-profile projects and leadership roles.



## **Become a trusted asset :**

Increase job security and reduce vulnerability to cutbacks.



## **Gain autonomy :**

Build trust and contribute meaningfully to your organization.



## **Navigate career growth :**

Showcase your evolution as you take on more responsibilities.

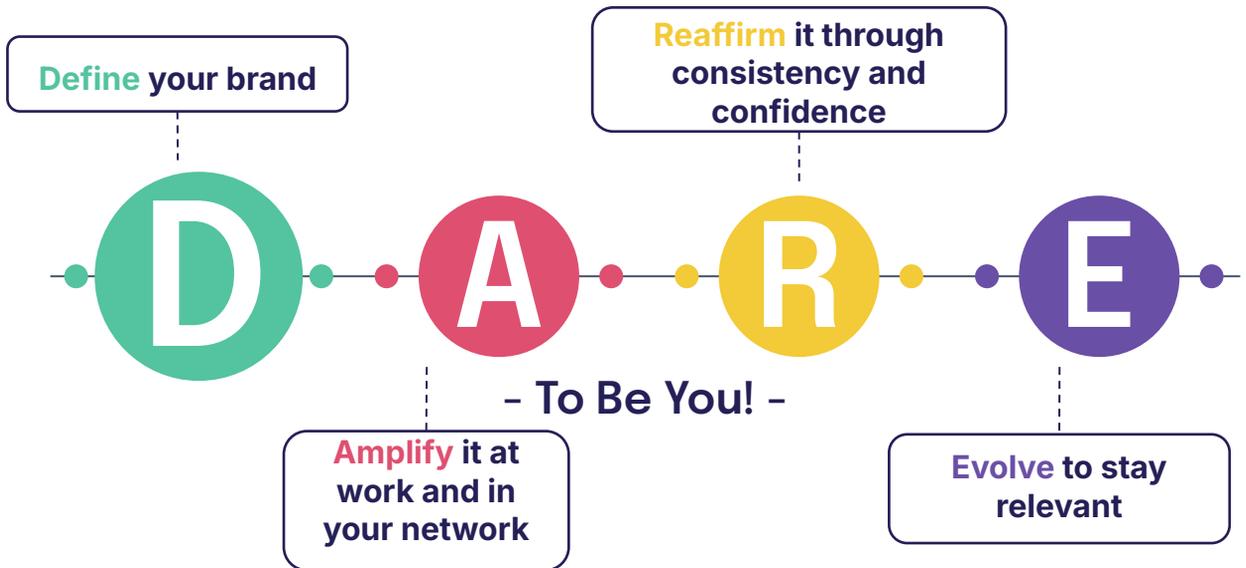
At **FocusU**, we describe creating a personal brand as your ability to showcase your unique strengths and values through deliberate communication and a consistent presence.



# Elevating the Skill of Creating a Personal Brand

This program helps participants gain understanding of building a personal brand and how it is not a one-time effort it's a continuous journey. Establishing a recognizable identity takes time and consistent effort, but it's the key to sustained professional growth. Your brand must adapt and evolve to reflect your increasing expertise and experience, ensuring it remains relevant and aligned with your personal and professional development.

By strategically building and nurturing your personal brand, you can unlock new opportunities, enhance your professional visibility, and ensure long-term career success.



Investing in creating a personal brand will help emphasize the importance of consistency and authenticity in shaping your professional identity, leading to enhanced visibility, career growth, and alignment with long-term goals.

“ **Your brand is what people say about you when you're not in the room.** ”

- Jeff Bezos  
*Founder of Amazon*



**So let's become “intentional” in it...**

# Program Objectives & Flow

## The program is designed to help learners:

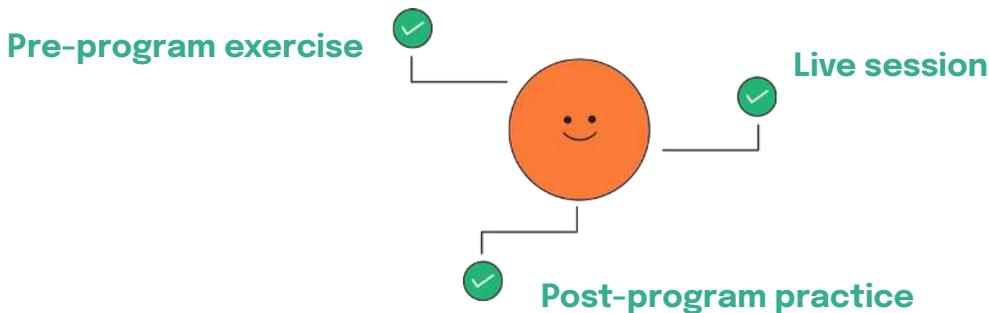
- Examine the notion and potential of a personal brand
- Uncover the elements that make up a personal brand
- Take steps to create a personal brand at work

## Program Flow

This program comprises a full-day session flow. The duration for the live session is only an estimate and is adjustable to a half-day or extendable up to 2 days based on training needs or scheduling requirements.

The program on **Creating a Personal Brand** is organized as follows:

<b>Pre-program exercise</b>	To be completed individually by participants before the live session	20-30 mins approx
<b>Live session</b>	To be attended by all participants (refer to details in program agenda)	1 - day program
<b>Post-program practice</b>	To be completed individually by participants after the live session	20-30 mins approx





# Modules

**Introduction:** Context Setting and Session Overview

## **Building on Existing Knowledge Activity**

- What Is Your Brand?

## **Module 1: The Notion of a Personal Brand**

- Pause to Question
- Defining Personal Brand

## **Module 2: Understanding Brand Value**

- Scenario Spotlight: Ted's World
- Benefits of a Strong Personal Brand
- Self-Reflection Questionnaire: Personal Brand Pulse Check

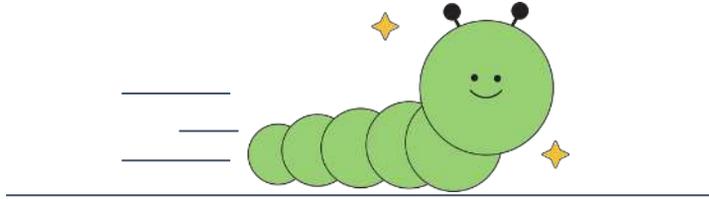
## **Module 3: Framework: DARE to Be You**

- **D**efine Your Brand
- **A**mplify it at Work and in Your Network
- **R**eaffirm it Through Consistency and Confidence
- **E**volve to Stay Relevant

## **Application and Retrieval Practice**

- Personal Brand Accelerator
  - Self-Awareness | Insight Exchange | Craft & Plan | Brand Pitch
- Watchouts: Things to be Mindful of

**Wrap Up:** Key Takeaways, Reflection and Summary



To know more about us, drop in at: [www.focusu.com](http://www.focusu.com)

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