

PERSONAL BRANDING FOR LEADERSHIP IMPACT

Start Date:	25/05/2026	End Date:	29/05/2026
Categories:	Leadership Development	Venues:	Barcelona
Formats:	In Person	Instructors:	

OVERVIEW

This course empowers professionals to build authentic, strategic personal brands that elevate leadership presence, credibility, and influence. It focuses on aligning personal strengths with public perception for greater professional impact.

OBJECTIVES

By the end of this course, participants will be able to: - Define a personal brand that aligns with their leadership vision and goals. - Communicate with consistency, clarity, and authenticity across platforms. - Build digital visibility and thought leadership within their industry. - Influence key stakeholders through brand-aligned communication. - Develop a long-term plan for personal brand growth and management.

COURSE OUTLINE

1- Defining Your Leadership Brand Identity 2- Authentic Communication and Visibility 3- Building Your Digital Presence and Network 4- Personal Brand Storytelling and Reputation Management 5- Executing and Sustaining a Personal Brand Plan

TARGET AUDIENCE

All Supervisory Levels, Executives, team leaders, consultants, entrepreneurs, and professionals seeking to grow their leadership presence and reputation.

METHODOLOGY

Personal brand audits, communication coaching, platform strategy planning, storytelling labs, and peer feedback.

CONCLUSION

Participants will walk away with a clear personal brand blueprint and a practical strategy to grow their professional presence and leadership impact.

DAILY AGENDA

Day 1: Discover Your Brand

Explore your unique strengths, purpose, and leadership identity to define your brand.

Day 2: Authentic Visibility

Communicate your brand through stories, voice, and visuals in a credible and relatable way.

Day 3: Digital Brand Building

Strengthen your online presence through LinkedIn, content, and network strategies.

Day 4: Influence & Reputation

Manage perception and reputation while positioning yourself as a trusted voice.

Day 5: Brand Growth Plan

Build a roadmap for personal brand evolution and long-term leadership impact.

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