

PROFESSIONAL DEVELOPMENT



Own Your Brand

PERSONAL BRANDING & VISIBILITY

COURSE DESCRIPTION

This program guides women in crafting a distinctive personal brand and amplifying their professional visibility. Participants learn to define their unique value, build a compelling presence (online and offline), and communicate their brand with consistency. Hands-on exercises help learners increase recognition and position themselves for new opportunities.

WHY IT MATTERS

Visibility shapes opportunity. Women with a clear, well-communicated personal brand are recognized for their value, considered for bigger roles, and remembered in the rooms that matter.

KEY LEARNING AREAS	COURSE BENEFITS	PROGRAM UNIQUENESS
<ul style="list-style-type: none"> Defining your unique value proposition Building a consistent personal brand Professional presence, online and offline Strategic visibility and self-promotion Communicating your brand with confidence 	<ul style="list-style-type: none"> Craft a clear, distinctive personal brand Increase your professional visibility Position yourself for new opportunities Communicate your value with confidence Build a memorable professional reputation 	<ul style="list-style-type: none"> Hands-on personal brand building Practical visibility strategies Online presence and LinkedIn guidance Coached by branding practitioners

PROGRAM LENGTH
1 day

COURSE FORMAT
Online, Face-to-Face, or Hybrid

LEARNING EXPERIENCE
Brand-building workshops and exercises

TARGET AUDIENCE
Women ready to raise their profile

Ready to Enroll?

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