

Image Building

Building your Personal Brand



Overview

You have the power to design how you and your professional brand is seen by the world.

Without knowing it, every day you are cultivating your own brand, each of us does something exceptionally well; this means that we can offer unique perspectives that are valuable to others. These perspectives arise from our personal experience and extensive, ongoing learning through research and professional development, we need to reflect on our understandings, skills, abilities, and package our experiences in a creative way because it all adds up to create a personality that distinguishes you from others, thus establishing your own personal brand that promotes you to your target audience.

So, whether you're a student, a professional, a small business owner, or anything in between, branding yourself is a fantastic way to signal to future clients and employers **“Hey.. This is who I am”**.

Skills Development Program

Adding Skills to Experience

Course Outline

- ◆ White space
- ◆ Stay true to yourself
- ◆ Why it is essential
- ◆ Knowing and implementing
- ◆ Developing rapport with your brand
- ◆ Identifying personal areas of improvement
- ◆ Preparing steps
- ◆ Personal Tool Kit
- ◆ Utilizing the Power of Social Media
- ◆ Getting Ready to Face the 'Audience'
- ◆ Personal one-o-one

August 13, 2016 | Saturday

9:00 am to 5:00 pm

Course Investment
PKR 15,000/-

Learning outcomes

At the end of the workshop, participants will:

- ◆ Understand the power of Image Building and its advantages for employed and specially entrepreneurs
- ◆ Be able to distinguish yourself from the competition
- ◆ Have enhanced confidence in yourself combined with the ability to reach out more effectively
- ◆ Have the keys to developing personal brand
- ◆ Have the ability to promote their businesses assertively and effectively to their financial benefit
- ◆ Be able to deliver 1-minute personal branding statement
- ◆ Be able to showcase your specialty

Trainer Profile

Abdul Sami

The Facilitator is a certified trainer and a learning expert of the art of Personal Branding and Image Building Consultant. Has a diverse experience ranging from change management, personal branding, professional image building counseling and advisory matters. He is also an excellent speaker, researcher and management consultant. His area of interest includes resolving difficult situations, conflict management, people management and personal branding.

He has a passion for empowering people to take control and action through learning. His programmes are exciting and energy charged while being results orientated. He has been working with both National and International organizations as a General Secretary and Lead Facilitator since 1999. He is also a Member of Citizens Foundation Pakistan, and a member Board of Directors and General Secretary of one of the Rotary Sponsored Clubs in Karachi.

He is currently working with a large multinational as an Advisor.

Registration form & Fee Voucher are available at our website: <http://sdp.iba.edu.pk/>

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006.

No fee will be accepted in cash/cheque at our office.

For Registrations 

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Who Should Attend?

- Industry professionals who need to enhance their persona, motivation or mindset.
- Social Media / Electronic media artists / Personal Branding Executives
- Students who have just finished or about to finish their studies.
- Marketing / Sales professionals wanting to leverage potential business opportunities.
- Social Media / Electronic media artists

For Queries & information

Sumera Muhammad

Manager, Skills Development Programs

Center for Executive Education

Institute of Business Administration

Ext: 1801

Email: smuhammad@iba.edu.pk

Mirza Irshad Ali Baig

Executive

Center for Executive Education

Institute of Business Administration

Ext: 1811

Email: mibaig@iba.edu.pk

Skills Development Programs

Center for Executive Education

Institute of Business Administration

Ph.: 021-38104700-01 Ext: 1541

Fax: 021-38103008

Email: BESDP@iba.edu.pk;

Website: <http://sdp.iba.edu.pk/>