

Developing a Strong Personal Brand & Professional Attitude

Training Objective

To strengthen employees' self-awareness, confidence and professional standards in order to enhance individual credibility and ensure consistent representation of the company's brand and values.

Learning Outcomes

By the end of the programme, participants will be able to:

- Define personal branding in a professional context
- Understand how individual behaviour impacts company reputation
- Recognise their role as brand ambassadors
- Identify how daily actions shape the organisation's image

Training Modules

I. First Impressions & Professional Image

- Branding and personal branding fundamentals
- The impact of first impressions
- Corporate grooming and presentation standards

II. Values & Professional Identity

- Starting with the "why"
- Identifying personal core values
- Aligning personal and corporate values
- Defining professional identity and contribution

III. Confidence & Professional Attitude

- Aptitude, altitude, and attitude
- Self-perception and external perception
- Building professional confidence
- Ownership and accountability

IV. Brand Representation in Daily Conduct

- Representing the company in client and internal interactions
- Professional communication and behaviour
- Maintaining consistency under pressure

Training Approach & Methodology

- Pre-training needs analysis to align with organisational expectations
- Personalised and interactive sessions adapted to participants' roles
- Practical workplace scenarios and guided self-reflection
- Structured feedback and personal action planning

Format & Duration

Flexible format aligned with operational needs. (2 full days)

Trainer

Claudia Lebon

Corporate Language, Communication & Soft Skills Trainer