



Date of Commencement: 7, 9, 14 & 16 June 2011
 Duration: 4 evening sessions
 Time: 7.00pm – 9.30pm
 Venue: IACT College
 Fees: RM350 per participant
 HRDF Training Grant: SBL

Personal Branding is not about laying a good first impression. Personal branding is about molding you, like a product, and bringing the best out of you, into a brand that people trust and have emotional value.

Objectives:

Upon completion of this course, participants will:

- understand and exploit your hidden potentials.
- create a brand of YOU and your USP and Positioning.
- package yourself from inside to outside.
- bring the best out of yourself.
- know how to be at the right place at the right time to market Brand YOU.
- add value to your career and your life.
- be an indispensable asset to any organisation you are involved in.

Contents:

- Define Personal Brand
- Who needs to be "branded"?
- Why brand yourself?
- How to develop your brand?
- Position your brand
- Package your brand – Personal Grooming
- Champion your brand – Self Marketing