



S Y L L A B U S

Personal Branding and Positioning

Duration: 5 Days (Total: 20 Hours)

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1.0 Course Overview

This training module equips participants with the tools to strategically build a **personal brand** that is authentic, professional, and memorable. Participants will discover their core identity, articulate their value, and learn how to position themselves effectively in today's competitive marketplace — online and offline.

2.0 Learning Outcomes

By the end of this course, participants will be able to:

- Define their personal brand identity and value proposition
- Understand branding principles for individuals
- Position themselves clearly in their field or industry
- Create consistent messaging across platforms
- Develop a personal brand roadmap with actionable goals

3.0 Training Methodology

- Self-Reflection & Guided Branding Worksheets
- Case Studies & Brand Breakdown Exercises
- Peer Feedback & Pitch Practice
- Live Profile Audits & Optimization Labs
- Visual and Messaging Development Workshops

4.0 Foundations of Personal Branding (3 Hours)

Objectives:

- Understand the concept and importance of personal branding

Topics Covered:

- What Is Personal Branding?
- Branding vs Self-Promotion
- First Impressions and Brand Perception
- Components of a Personal Brand
- Examples of Strong Personal Brands

Activities:

- Group Discussion: Who do you follow and why?
- Reflection: What do people currently say about you?
- Quiz: Branding misconceptions

5.0 Identifying Your Unique Value and Voice (3 Hours)**Objectives:**

- Discover your authentic strengths, voice, and values

Topics Covered:

- Personal SWOT Analysis
- Strengths, Skills, and Signature Style
- Finding Your Voice: Tone, Messaging, and Story

- Clarifying Core Values and Brand Purpose

Activities:

- Worksheet: Define your brand pillars
- Task: Write your personal “About Me” statement
- Peer Exercise: Identify each other’s unique edge

6.0 Positioning Yourself in the Market (4 Hours)

Objectives:

- Learn how to stand out in your niche and clearly communicate your brand

Topics Covered:

- What is Positioning?
- Audience Clarity: Who Are You Speaking To?
- Niche vs Generalist: Choosing a Focus
- Crafting Your Value Proposition
- Elevator Pitch and Brand Storytelling

Activities:

- Task: Develop your 30-second elevator pitch
- Case Study: Brand positioning breakdowns
- Group Challenge: Position 3 personas in different industries

7.0 Visual and Verbal Branding Strategies (3 Hours)

Objectives:

- Build your brand's look, feel, and language

Topics Covered:

- Personal Brand Design Basics: Colors, Fonts, Imagery
- Headshots, Logos, and Portfolio Elements
- Messaging Consistency: Bios, Taglines, and Stories
- Email Signatures, Business Cards, and Slide Templates

Activities:

- Workshop: Moodboard your personal brand
- Task: Write a one-line brand message
- Design Lab: Create a basic brand kit using Canva

8.0 Digital Presence and Social Media Optimization (3 Hours)

Objectives:

- Use digital platforms to express and grow your personal brand

Topics Covered:

- LinkedIn Profile Optimization
- Instagram, X (Twitter), and Personal Websites

- Creating Value-Driven Content
- Thought Leadership and Online Reputation
- Analytics and Performance Tracking

Activities:

- Lab: Audit and improve your LinkedIn profile
- Task: Draft a week of content aligned with your brand
- Group Activity: Give feedback on each other's digital presence

9.0 Personal Brand Action Plan (2 Hours)

Objectives:

- Turn insights into a clear, actionable plan for brand growth

Topics Covered:

- Setting Brand Goals and Milestones
- Planning Visibility Strategies (Speaking, Publishing, Posting)
- Creating a 30-Day Personal Brand Challenge
- Building Your Brand Calendar

Activities:

- Build: Personal Brand Blueprint Document
- Challenge: Commit to 1 visibility activity this week
- Peer Sharing: What will your brand say in 12 months?

10.0 Conclusion and Wrap-Up (1 Hour)

Key Takeaways:

- Reflect on your personal brand journey and next steps

Final Activities:

- Presentation: Personal Brand Pitch Showcase
- Certificate Distribution
- Feedback Forms and Journaling