XCELERATE TRAINING INSTITUTE

your learning & development partner

DIVERSITY, EQUITY, AND INCLUSION (DEI)

Personal Branding in the Digital Age Training Course

DURATION	LANGUAGE	FORMAT
3 days	English	Classroom / Online

Upcoming dates

Dates	Venue	Format	Fee
26 – 28 Apr 2027	Live online	Online (live)	€900
3 – 5 May 2027	Casablanca	Classroom	€2,400
4 – 6 Oct 2027	Live online	Online (live)	€900

Register or ask a question

Online: x8ti.com/course/personal-branding-in-the-digital-age-training-course/

+491631686678 · info@x8ti.com

Personal Branding in the Digital Age Training Course

Introduction

Personal branding has become a crucial skill for professionals in the ever-evolving digital landscape. A strong online presence can amplify career opportunities, strengthen professional credibility, and expand networks. This Personal Branding in the Digital Age training course equips participants with the tools and strategies to effectively leverage AI tools like Canva and LinkedIn algorithms to build and manage a compelling digital persona.

Xcelerate Training Institute is proud to offer this comprehensive training program, which is designed to empower participants with cutting-edge strategies, interactive learning methods, and expert insights tailored to the needs of modern professionals.

Personal branding in the digital age is more than a skill, it's a necessity. This three-day training program offered by Xcelerate Training Institute empowers participants to take control of their online presence, positioning themselves for success in an interconnected and competitive world. Through hands-on learning, expert guidance, and actionable insights, participants will leave the course equipped to build and sustain a powerful personal brand.

Learning Objectives

By the end of this Xcelerate Training Institute's training program, participants will:

- Understand the principles of personal branding and its relevance in the digital age.
- Learn to use AI tools like Canva to design visually appealing branding materials.
- Master LinkedIn algorithms to enhance visibility and engagement.
- Develop key soft skills: creativity, self-presentation, and networking.
- Build a professional online presence that aligns with career aspirations.
- Gain insights into leveraging other platforms like Instagram and Twitter for personal branding.

Training Methodology

This Xcelerate Training Institute's course adopts a dynamic and interactive learning approach, including:

- Hands-on Workshops: Practical sessions with Canva and LinkedIn tools.
- Case Studies: Real-world examples of successful personal branding strategies.
- Group Activities: Networking simulations and feedback sessions.
- Expert Insights: Guest speakers from various industries sharing their branding journeys.
- Assessments: Personalized branding audits and action plans.
- Gamified Learning: Engaging activities to enhance understanding of digital branding.

Benefits for You

Participants will:

- Gain confidence in presenting themselves online.
- Acquire practical skills to design and optimize their personal brand.

- Enhance professional visibility and credibility.
- Expand their professional network.
- Position themselves as thought leaders in their respective fields.
- Learn to effectively manage their online reputation.

Benefits for Your Organisation

Organizations will:

- Improve employee engagement through enhanced individual branding.
- Increase brand visibility as employees advocate effectively online.
- Benefit from employees' improved networking and relationship-building skills.
- Enhance recruitment and retention by showcasing a dynamic and skilled workforce.
- Foster a culture of professional growth and digital fluency.

Who Should Attend

This Personal Branding in the Digital Age training course is designed for:

- Professionals are seeking to enhance their career growth.
- Entrepreneurs are looking to establish a strong online presence.
- Job seekers aim to stand out in competitive markets.
- Managers and leaders want to inspire their teams with authentic branding.
- Students and recent graduates entering the professional world.

Course Outline

Foundations of Personal Branding

Understanding Personal Branding

- What is personal branding?
- Importance of a strong digital persona.
- Common myths and misconceptions about personal branding.

Defining Your Brand Identity

- Discovering your unique value proposition.
- Aligning personal values with professional goals.
- Creating a personal branding statement.

Tools and Techniques for Digital Branding

Mastering AI Tools for Branding

- Canva for designing impactful visuals: banners, posts, and resumes.
- Exploring templates and customizing designs for different platforms.
- Content creation tools for consistency and quality.

Optimizing LinkedIn Presence

- Understanding LinkedIn algorithms.

- Crafting compelling profiles: headlines, summaries, and experience.
- Strategies for meaningful engagement: posts, comments, and articles.
- Leveraging LinkedIn analytics to measure performance.

Expanding Your Reach with Social Media

- Best practices for Instagram, Twitter, and Facebook.
- Building a content calendar and maintaining consistency.
- Engaging with followers and building communities.

Advanced Strategies and Implementation

Developing Soft Skills for Branding Success

- Creativity: Crafting a unique personal narrative.
- Self-presentation: Building confidence and authenticity.
- Networking: Expanding and nurturing professional connections.

Managing Your Online Reputation

- Monitoring and responding to online feedback.
- Handling negative comments and maintaining professionalism.
- Ensuring consistency across all digital platforms.

Crafting a Personal Branding Action Plan

- Conducting a self-assessment audit.
- Setting goals for online presence.
- Developing a content and engagement strategy.
- Presenting individual action plans for peer and trainer feedback.

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Registration Form

Personal Branding in the Digital Age Training Course

Preferred dates: ..... Venue or online: .....

Duration: 3 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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