



Consulting and Training | Reach New Heights

Course Name

The Art of Networking and Self-Branding

Sector Name

Interpersonal Skills and Self Development

Document Type

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The Art of Networking and Self-Branding

Course Introduction

Professionals recognized the need to build good working relationships with the people who can help them achieve great results in their respective jobs. The purpose of this type of networking is to ensure coordination and cooperation among people who have to know and trust one another in order to accomplish their immediate tasks. That isn't always easy, but it is relatively straightforward, because the task provides focus and a clear criterion for membership in the network.

Networking and Self-Branding

This training course is designed to help participants understand how networking and branding have become a crucial part of business success. This course focuses on internal networking, primarily networking with key leaders in order to be truly effective throughout the company.

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Target Audience

This **3-day BOOST** training course is designed and beneficial for Administrative and Support Staff, Section Heads, Middle Managers, Team Leaders, and team members seeking to develop a customized program to improve the circle of networks and meet organizational needs.

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The Art of Networking and Self-Branding

Learning Objectives

- ✓ Define networking and understand networking principles.
- ✓ Understand the importance of networking with key leaders in an organization.
- ✓ Recognize networking opportunities and apply networking tools.
- ✓ Understand how to establish a network with key leaders and develop internal professional relationships.
- ✓ Understand key principles of branding
- ✓ Explain branding concepts and ideas in their own words
- ✓ Practically develop a brand, including positioning and communication

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The Art of Networking and Self-Branding

Course Outline

✓ 01 Day One

Defining Yourself

- ✓ If You Don't, They Will
- ✓ Brand Mantra
- ✓ Be Real
- ✓ SWOT Analysis
- ✓ Pillars
- ✓ Passions
- ✓ Define Your Strengths
- ✓ The Three C's

Controlling And Developing Your Image

- ✓ Clear and Defined
- ✓ Consistent Image
- ✓ It Takes a Commitment
- ✓ Live It Every Day

Appearance Matters

- ✓ First Impressions
- ✓ Rise Out of The Crowd
- ✓ True Reflection

- ✓ Dress For Success

Branding Personality Traits

- ✓ Identify Your Unique Values
- ✓ Be Bold
- ✓ Think Outside the Box
- ✓ Fail. Learn. Repeat

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Course Outline

✓ 02 Day Two

Sharpening Your Brand

- ✓ Blogging
- ✓ Authenticity is Key (always be authentic)
- ✓ Transparency
- ✓ Networking

The Benefits Of Networking At Work

- ✓ Gain Connections
- ✓ Share Knowledge
- ✓ Increase Opportunity
- ✓ Improve Image

Networking Obstacles

- ✓ Confusion about the Definition of Networking
- ✓ Personality Traits of Key Leaders
- ✓ Cultural Barriers
- ✓ Personal Pride

Networking Principles

- ✓ Relationships
- ✓ Listen
- ✓ Offer Value
- ✓ Build Trust

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Course Outline

✓ **03 Day Three**

Recognize Networking Opportunities

- ✓ Formal Networking
- ✓ Informal Networking
- ✓ Workday Opportunities
- ✓ Always Be Ready to Network

How To Establish Networks

- ✓ Meet New People
- ✓ Be Polite
- ✓ Follow up
- ✓ Allow Relationships to Develop Naturally

Rules In Establishing a Network With Leaders

- ✓ Sincerity
- ✓ Sharing of resources
- ✓ Communication
- ✓ Becoming a Savvy Negotiator
- ✓ Managing Conflict
- ✓ Maintaining Boundaries

Online Networking Tools

- ✓ Social Networks (LinkedIn, Twitter, Facebook)
- ✓ Blogs
- ✓ Chat Rooms
- ✓ Email

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 20, 2026	Dec. 22, 2026	3 days	3250.00 \$	KSA , Riyadh
June 14, 2027	June 16, 2027	3 days	3950.00 \$	France , Paris
Jan. 18, 2027	Jan. 20, 2027	3 days	3250.00 \$	UAE , Dubai
July 26, 2027	July 28, 2027	3 days	3250.00 \$	UAE , Dubai

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