



Consulting and Training | Reach New Heights

Course Name

Personal Branding and Reputation Management

Sector Name

Management And Leadership

Document Type

Generated by Boostlab

[Click Here To Visit Course](#)

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770



Personal Branding and Reputation Management

Course Introduction

In today's image-driven world, maintaining a strong personal and organizational reputation is essential. This course on **Personal Branding and Reputation Management** empowers participants to design, present, and manage their brands effectively for greater visibility and influence while preventing reputational damage. Attendees will gain the skills to enhance their public image, build confidence, and stand out in professional and personal settings.

Participants will learn how to leverage digital branding tools to improve online visibility, create impactful social media profiles, and build professional online personas that attract top employers, business partners, and influential leaders. By the end of the course, attendees will be equipped to thrive in their careers and ventures, earning respect, widening their influence, and leaving a lasting positive impression.

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Personal Branding and Reputation Management

Target Audience

- ✓ Entrepreneurs
- ✓ Business Professionals
- ✓ Public Figures
- ✓ Administrators
- ✓ Political Office Holders
- ✓ Employees
- ✓ Aspiring Leaders
- ✓ Professionals in Networking and Branding

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Personal Branding and Reputation Management

Learning Objectives

- ✓ Equip participants with branding and image management skills to thrive in the public space.
- ✓ Understand the nature of personal branding and its benefits.
- ✓ Learn how to apply personal branding tools in the workplace for self-improvement and better influence.
- ✓ Identify the benefits of a good public image and how to build one.
- ✓ Better understand the steps to take to improve personal brand and be more appealing publicly.

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Personal Branding and Reputation Management

Course Outline

✓ 01 Day One

Module 1: Introduction to Branding

- ✓ What does branding entail?
- ✓ Debunking myths about branding
- ✓ The Nature of Branding and Its Historical Evolution
- ✓ The diverse perspectives on branding
- ✓ Relevance of branding for customer attraction

Module 2: Building a Brand from an Organizational Perspective

- ✓ Importance of branding for organizations
- ✓ How to build a reputable brand for an organization?
- ✓ The public image of an organization and its branding
- ✓ Branding as a lever, not simply an outcome
- ✓ Building brands across cultural and geographical limitations.

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

Personal Branding and Reputation Management

Course Outline

✓ 02 Day Two

Module 3: Branding for Professionals in the Workplace

- ✓ How to improve branding in the workplace as a professional?
- ✓ Why is branding important in the workplace?
- ✓ Dressing & personal development tips for professionals
- ✓ Building the influential workplace brand
- ✓ How to be seen and heard with respect as a professional?

Module 4: Branding for Social Influence and Public Appeal

- ✓ How to improve public appeal through branding?
- ✓ Becoming a more influential personality through branding
- ✓ Attracting people of influence and worth
- ✓ Standing out at work through effective branding
- ✓ Gaining recognition for self-growth and development

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

Personal Branding and Reputation Management

Course Outline

✓ 03 Day Three

Module 5: Creating a personally unique brand

- ✓ What is personal branding?
- ✓ Do's and don'ts of personal branding
- ✓ Building an attractive social media profile
- ✓ Online visibility and usefulness
- ✓ Improving your self-confidence through personal branding
- ✓ Creating strategies to improve personal branding

Module 6: Tools of Branding

- ✓ What are the effective tools of branding?
- ✓ Social Media channeling for effective branding
- ✓ Reach and influence of a good online profile
- ✓ Do's and don'ts online to build a good personal brand
- ✓ Lessons from success stories in personal branding

Personal Branding and Reputation Management

Course Outline

✓ 04 Day Four

Module 7: Public Image & Reputation Management

- ✓ Maintaining a strong public image
- ✓ Ways to become a naturally likable personality
- ✓ Enhancement of reputation and public image
- ✓ Self-awareness on a personal and professional level
- ✓ Do's and don'ts of good reputation management

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To visit Course](#)



Personal Branding and Reputation Management

Course Outline

✓ 05 Day Five

Module 8: Strategies for Brand Development

- ✓ Effective strategies for effective branding
- ✓ Limitations of branding
- ✓ Case studies – application of specific strategies to branding
- ✓ Building a unique brand without stress

Module 9: Dealing with Crisis

- ✓ Complaints and Their Resolution
- ✓ Complaint escalation plan
- ✓ Crisis management – Choosing and training spokespersons
- ✓ Rebuilding business reputation

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Personal Branding and Reputation Management

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 25, 2027	April 29, 2027	5 days	4250.00 \$	KSA , Riyadh
July 19, 2027	July 23, 2027	5 days	4250.00 \$	UAE , Dubai
Nov. 23, 2026	Nov. 27, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
Jan. 11, 2027	Jan. 15, 2027	5 days	4950.00 \$	Austria , Vienna

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

info@boostuae.com info@boostorg.com

Generated by BoostLab •

