MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

PERSONAL BRANDING FOR LEADERS – LEADERSHIP ENABLER

"Elevate Your Leadership Presence by Building an Authentic and Influential Personal Brand."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In the modern leadership landscape, a strong personal brand is essential for inspiring teams, building trust, and driving organizational success. Personal branding is not about self-promotion—it's about communicating your values, vision, and leadership style consistently and authentically.

The Personal Branding for Leaders – Leadership Enabler course empowers executives, managers, and emerging leaders to craft and leverage their personal brand to influence, motivate, and lead effectively. Participants will learn strategies to enhance their visibility, credibility, and impact both within their organization and in the broader industry. This course blends theory with practical exercises to help leaders create a brand that inspires confidence, fosters engagement, and drives results.

Objectives

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

- Understand the critical role of personal branding in leadership effectiveness.
- Define their unique leadership style, values, and vision.
- Communicate their leadership brand consistently across multiple platforms.
- Enhance credibility, trust, and influence with stakeholders and teams.
- Build an online and offline presence that reinforces leadership authority.
- Apply storytelling, communication, and networking techniques to strengthen their brand.
- Monitor and evolve their personal brand to align with leadership goals.
- Use personal branding to attract talent, partnerships, and strategic opportunities.

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Why Attend

Leaders are no longer defined solely by their position—they are recognized for the influence, authenticity, and value they bring. This course offers practical guidance and actionable strategies to help leaders build a personal brand that commands respect, inspires teams, and creates lasting organizational impact.

Target Audience

This course is suitable for:

- Senior Executives and Organizational Leaders
- Managers and Team Leads
- Emerging Leaders and High-Potential Professionals
- Entrepreneurs and Business Owners with leadership responsibilities
- Professionals aiming to enhance visibility, influence, and credibility
- Individuals tasked with representing their organization externally

Individual Benefits

- Gain clarity on your leadership values, purpose, and unique style.
- Build a compelling leadership brand that inspires trust and influence.
- Increase your visibility and credibility internally and externally.
- Develop skills to communicate your brand through storytelling and personal presence.
- Strengthen networking, relationship-building, and thought leadership capabilities.
- Enhance career progression and professional recognition.

Organizational Benefits

- Strengthen organizational reputation through influential leaders.
- Inspire teams and drive engagement via authentic leadership examples.
- Build internal role models and mentors aligned with company values.
- Improve stakeholder confidence and trust in leadership.
- Align leadership branding with strategic business objectives.
- Enhance talent attraction and retention by showcasing strong leadership.

Instructional Methodology

The training adopts a practical and interactive approach through:

- Engaging lectures with real-world leadership case studies
- Hands-on exercises to define and articulate personal leadership brands
- Storytelling workshops and communication simulations
- Social media and digital leadership presence audits
- Peer feedback and group discussion sessions
- Practical assignments to apply personal branding strategies immediately
- Continuous Q&A and coaching from experienced instructors

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Course Outline

Module 1: Introduction to Leadership Branding – Concepts and Importance

Module 2: Defining Your Leadership Values, Purpose, and Vision

Module 3: Crafting Your Leadership Story and Unique Brand Identity

Module 4: Communicating Your Brand Consistently Across Platforms

Module 5: Enhancing Influence Through Presence, Body Language, and Communication

Module 6: Digital Leadership – Social Media, Content, and Thought Leadership

Module 7: Networking, Mentoring, and Relationship-Building Strategies

Module 8: Measuring, Maintaining, and Evolving Your Leadership Brand

Module 9: Aligning Personal Brand with Organizational Goals

Module 10: Capstone Project – Developing a Comprehensive Leadership Brand Plan

Certification

Upon successful completion, participants will receive a Certificate in Personal Branding for Leaders – Leadership Enabler, recognizing their ability to craft and leverage an authentic personal brand to inspire, influence, and lead effectively.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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