MAWA EVENTS

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

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PERSONAL BRANDING FOR YOUTH: ‘DEFINE AND SHINE’

“Discover Your Unique Identity and Shine with a Personal Brand That Opens Doors to Opportunities.”

Schedule

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

Introduction

In today’s competitive world, young individuals need more than talent—they need a personal brand that communicates who they are, what they stand for, and what they can achieve. Personal branding helps youth define their identity, showcase their strengths, and create a lasting impression in academic, professional, and social spaces.

The Personal Branding for Youth: ‘Define and Shine’ course empowers young people to identify their unique qualities, articulate their personal story, and present themselves with confidence. Through practical exercises, real-life examples, and interactive guidance, participants will learn how to shine both online and offline, preparing them to seize opportunities, build meaningful networks, and achieve their goals.

Objectives

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

- Understand the concept and importance of personal branding at an early stage.
- Identify their strengths, values, passions, and unique talents.
- Define a clear and authentic personal brand that reflects their identity.
- Develop confidence and effective communication skills to showcase their brand.
- Utilize social media and digital platforms to build a positive online presence.
- Network strategically to create opportunities for growth and learning.
- Create actionable plans to maintain and evolve their personal brand over time.
- Build resilience and self-awareness to stand out in academics, career, and social settings.

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Why Attend

Young people today face intense competition in education, internships, and early career opportunities. This course provides the tools and strategies to help youth define their unique identity, express themselves confidently, and create a personal brand that opens doors. Participants will gain practical skills to shine in interviews, presentations, social media, and networking events.

Target Audience

This course is ideal for:

- High School and College Students
- Young Professionals and Interns
- Aspiring Entrepreneurs and Creatives
- Youth Leaders and Volunteers
- Individuals looking to build confidence, clarity, and influence
- Anyone seeking to create a strong personal presence early in life

Individual Benefits

- Gain clarity on personal strengths, values, and unique traits.
- Develop confidence to present yourself effectively in any setting.
- Build a compelling and authentic personal brand early in your career or education.
- Learn practical tools for social media, networking, and self-presentation.
- Improve communication, storytelling, and personal influence skills.
- Enhance opportunities for internships, scholarships, academic projects, and early career success.

Organizational Benefits

- Encourage youth engagement, leadership, and self-awareness.
- Foster a culture of confident and well-prepared young individuals.
- Improve the quality of representation in student, community, or organizational initiatives.
- Build future leaders and professionals with clarity and purpose.
- Support initiatives that nurture talent, creativity, and personal growth.

Instructional Methodology

The training uses an interactive, youth-focused approach through:

- Engaging lectures and real-life success stories
- Hands-on exercises to define personal strengths and goals
- Storytelling and self-expression workshops
- Social media presence audits and guidance
- Peer discussion, feedback, and collaborative activities
- Action plans and goal-setting exercises for brand development
- Continuous Q&A and mentorship support

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Course Outline

Module 1: Introduction to Personal Branding – What It Means for Youth

Module 2: Discovering Your Strengths, Values, and Passions

Module 3: Defining Your Unique Personal Brand Identity

Module 4: Communication Skills – Confidence, Storytelling, and Expression

Module 5: Building a Positive Online Presence – Social Media Best Practices

Module 6: Networking and Relationship Building for Opportunities

Module 7: Personal Brand Tools – Resume, Portfolio, and Presentation Skills

Module 8: Self-Awareness and Growth Mindset

Module 9: Maintaining and Evolving Your Brand Over Time

Module 10: Capstone Project – Creating Your Personal Brand Plan and Presentation

Certification

Upon successful completion, participants will receive a Certificate in Personal Branding for Youth: ‘Define and Shine’, recognizing their ability to define their identity, communicate effectively, and shine with confidence in all areas of life.

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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