American Management Association's
Developing Your Personal Brand and Professional Image

**Learning Objectives**

- Apply the Principles of Personal Branding
- Develop Strategies to Demonstrate More Credibility and Presence to Gain Influence Online and Offline
- Evaluate Your Professional Image and Communication Style and Identify Your Strengths, Values and Passions

**The Importance of Branding Yourself**

- Explain the Importance of Personal Branding and Why It Is Critical to Your Career to Be Able to Market Yourself
- Construct a Personal Brand Label Citing Your Strengths, Competencies, and Sources of Inspiration
- Explain the Principles of the Four Ps
- Practice the Art of Self-Promotion

**Establish Presence and Credibility**

- Define What Presence Is and How It Affects Your Career
- Be Clear About Your Strengths, Values, and Passions
- Be More Present
- Establish Your Credibility By Sharing Your Expertise, Speaking Up, and Volunteering

**Align Your Online Presence with Your Brand**

- Establish a Positive Reputation Online and Offline
- Consistently Support Your Brand Online
- Avoid Reputation-Destroying Mistakes

**Polish Your Brand Image**

- Create an Authentic and Powerful Brand Image
- Understand How Your Appearance Has an Impact on Your Presence and How You Are Perceived at Work
- Explore Power Poses to Change Brain Chemistry and Gain Personal Power
Practice the Art of Powerful Communication

- Raise Your Confidence and Brand Awareness By Understanding Your Communication Style and Strengths
- Identify Someone’s Communication Style and Use Word Power to Flex Your Communication Style to Sell Your Ideas
- Apply Principles of Etiquette and Professionalism to Build and Maintain Personal Brand and Presence

Build Your Influence By Promoting Your Brand

- Use Your Strengths to Chart Your Course and Grow Your Brand
- Create a Brand Image Vision Board to Set Goals for Your Brand
- Manage Your Personal Brand Image Now and in the Future