



Personal Branding

How to promote your identity and build your reputation on Internet with Personal Branding

Objectives

Companies rely on branding and marketing experts to define their values and identity, in order to communicate effectively with their customers. But people rarely do that same work and tend to communicate about themselves through mimicry (by copying their neighbor). When you look just like your peers, you lose any individual identity and become just one of many. This training course will provide participants with elements to:

1. Know themselves better (how to understand the issues of self-knowledge in identity and online reputation management)
2. Become better known (how to promote your identity)
3. Be better recognized (how to build online reputation, how to create trust)

Skills covered

- How to communicate an authentic and differentiating brand image
- How to build your brand image on the Internet
- How to go from searching to being searched
- How to monitor your brand image
- How to protect your reputation

Faculty

Olivier Zara is a management consultant, fellow of the Boostzone Institute and author of the book *Le management de l'intelligence collective* (Managing collective intelligence).



Participants

Senior executives of private or public organizations involved with thinking about internal social networks, knowledge transfer, innovation, training, human-capital management or strategy.

The number of participants is limited to 10.



Personal Branding

Program / 1 day 7 hours + 1 day optional coaching

Day 1: Personal Branding Principles

Part 1: Definition, issues (morning)

- Personal Branding, a powerful and structured way to manage your online reputation and identity
- Internet, an international public place on which your brand image will be built and co-built
- Interactions between Personal Branding and Corporate Branding in social media: understanding the role of leader as the corporate banner-bearer in social media

Part 2: Self-knowledge (morning)

- How to move from good self-image to authentic image
- How to better know yourself in order to be different, visible and credible

Part 3: Online identity management (afternoon)

- How to build your personal marketing
- How to build your contact and reference network on Internet (LinkedIn, Facebook, Viadeo, ...)
- How to build your online identity

Part 4: Online reputation management (afternoon)

- Keys to building your professional reputation
- How to monitor your reputation on social media
- How to protect your online reputation both technically and legally

Day 2: Personalized coaching (optional)

We will go deeper into some of the concepts and methods of Day 1 through case studies presented by each participant.

Methodology

- Teaching focused on operational coaching with case studies (option 2 days)
- Exchanges between participants; the facilitator provides everyone with personalized responses

Fees & Registration

1 day: 950€ HT
1136,20€ TTC

Intra-company tariff
on demand
Boostzone is registered
as training organization
by the French
administration

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