



London TDM

Soft Skills and Personal Development Training Courses

Course Venue: United Arab Emirates - Dubai

Course Date: From 11 January 2026 To 15 January 2026

Course Place: Downtown Dubai

Course Fees: 5,000 USD

Introduction

Personal Branding and Executive Presence are crucial skills for professionals looking to advance in their careers and make a lasting impact within their organizations. This 5-day course will guide participants through the principles of personal branding and the cultivation of an executive demeanor, equipping them with the tools necessary to enhance their professional image and influence.

Objectives

- Understand the fundamentals of personal branding and its significance in career advancement.
- Develop a strong personal brand that resonates with professional goals and values.
- Enhance executive presence through communication, appearance, and behavior.
- Learn strategies for effective networking and relationship building.
- Create a personal development plan to sustain and evolve personal branding efforts.

Course Outlines

Day 1: Introduction to Personal Branding

- Understanding Personal Branding: Definition and Importance
- Identifying Your Unique Value Proposition
- Assessing the Current State of Your Personal Brand
- Setting Personal and Professional Goals
- Building an Authentic Personal Brand

Day 2: Crafting Your Personal Brand Message

- Developing a Compelling Brand Narrative
- Aligning Your Brand with Audience Expectations
- Effective Storytelling for Personal Branding
- Choosing Appropriate Channels for Brand Messaging
- Creating Consistent and Impactful Content

Day 3: Leveraging Executive Presence

- Defining Executive Presence and Its Elements
- Enhancing Verbal and Non-verbal Communication Skills
- The Role of Appearance in Executive Presence
- Demonstrating Confidence and Decisiveness
- Managing Stress and Emotions in Leadership Positions

Day 4: Networking and Relationship Building

- The Importance of Networking for Personal and Professional Growth
- Identifying and Cultivating Key Relationships
- Effective Communication Skills for Networking
- Maintaining Long-term Professional Relationships
- Leveraging Social Media for Networking Opportunities

Day 5: Sustaining and Evolving Your Personal Brand

- Evaluating the Impact of Your Personal Branding Efforts
- Adapting Your Brand to Changes in Career and Industry
- Continuous Learning and Professional Development
- Implementing Feedback to Strengthen Your Brand
- Developing a Long-term Personal Brand Strategy