



London TDM

# Soft Skills and Personal Development Training Courses

**Course Venue:** United Arab Emirates - Dubai

**Course Date:** From 12 April 2026 To 16 April 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