

Personal Branding: Build Your Professional Reputation with Intention

Why Attend This Program?

Your personal brand is not what you say about yourself—it's what people consistently associate with your name when you're not in the room.

In today's workplace, technical expertise alone is rarely enough. Career growth, leadership opportunities, critical projects, and influence are often shaped by how others perceive your credibility, visibility, and value.

This highly interactive workshop will help participants build a strong, authentic personal brand that enhances professional credibility, creates greater visibility, and accelerates career growth—without feeling self-promotional.

What Makes This Program Different?

- Highly experiential and discussion-driven learning
- Practical tools to build visibility without self-promotion
- Real workplace examples, stories, and case discussions
- Interactive polls, breakout discussions, videos, and reflection exercises
- Frameworks for communicating achievements with confidence
- Actionable strategies to strengthen influence, credibility, and professional reputation
- Individual reflection activities to define and build a personal brand
- Immediate workplace application through practical behavioural techniques

Program Content

- Understanding Personal Branding: What it is and why it matters
- The PIE Model: Performance, Image & Exposure
- Defining the Brand You Want to Build
- Building Credibility Through Consistent Behaviours
- Creating Visibility Without Self-Promotion
- Leveraging Networking and Sponsorship for Career Growth
- Showcasing Your Work Using the SCQA Framework
- Personal Brand Mapping exercises
- Language Habits that Strengthen—or Weaken—Your Brand
- Developing an Individual Personal Branding Action Plan

Methodology

- Interactive discussions and facilitator-led conversations
- Storytelling and real-life workplace examples
- Polls and reflection exercises
- Breakout room discussions and peer learning
- Video-based learning and facilitated debriefs
- Individual action planning for immediate workplace application

Key Takeaways

Participants will be able to:

- Build a clear and authentic professional brand
- Increase visibility without appearing self-promotional
- Communicate achievements with greater confidence and impact
- Strengthen credibility and influence across teams and stakeholders
- Build meaningful professional relationships and sponsorship
- Showcase work using structured communication frameworks
- Identify behaviours that consistently reinforce a desired professional reputation
- Create a practical action plan to strengthen their personal brand

Target Audience

Professionals across all levels who want to enhance their professional visibility, credibility, influence, and career growth. Particularly relevant for individual contributors, consultants, team leads, people managers, project managers, and high-potential employees looking to build a strong and authentic professional reputation.

Faculty:**Dr. Shweta Lamba**

Dr. Shweta Lamba is a PhD in Emotional Intelligence and a dual Gold Medallist in Counselling Psychology and Human Development, with over two decades of experience in behavioural, leadership, and capability development. She has designed and facilitated learning interventions for professionals across industries, helping individuals strengthen leadership presence, communication, emotional intelligence, and workplace effectiveness.

Her facilitation style is highly interactive, story-driven, and application-focused, enabling participants to translate behavioural concepts into practical workplace actions they can implement immediately.