



**“Shedding
Light
on Skills
Development”**



Kwelanga

TRAINING

engage | inspire | elevate

Building a Positive Personal Brand (1 Day)

A Specialised Kwelanga Training Programme

INTRODUCTION

In today's business world it is vital that we understand what we are communicating to others at any given time. Building your personal brand is about understanding what assets you bring, what your characteristics are, understanding your own strengths and development areas, as well as being able to identify your skills as a professional. Branding is what others remember about you when you leave the room.

As professionals we want to be seen in a positive light, as adding value to the environment that we are in. Projecting a positive personal brand is vital in ensuring our own success as well as in helping others to work successfully with us.

WHAT THIS COURSE CAN DO FOR YOU...

- Understanding positive communication
- Equip you with skills to build rapport with others
- Help you to understand the psychology of a positive image
- Understand the impact of thoughts on your body
- Define your own personal brand
- Help you to sell “Brand You”

TARGET AUDIENCE

This programme is intended for all persons who need to develop a strong personal brand and become aware of the messages and signals they unconsciously give off to others. This training is for all business professionals who would like to project a positive image and be read correctly and understood by others.

COURSE CONTENT

Personal Branding

- Defining what brand is
- Ethos, Pathos, Logos in terms of branding
- Developing a personal brand
- Personal values
- The importance of positive communication
- Defining rapport and how to build it

The Psychology of Personal Image

- The psychology of personal image
- Poor/healthy self esteem
- The impact of your thoughts on your body
- What do colours say about you
- Selling “Brand You”
- Anchoring new skills and interrupting old patterns

A Way Forward – Personal Elevation Plan

TRAINING METHODOLOGY

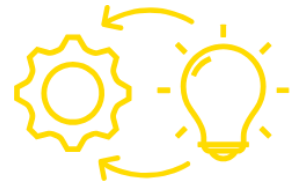


Our training methodology is designed with a core focus: to ensure that the knowledge acquired translates into tangible results, adding substantial value and visibly improving performance within the workplace.

We employ an outcomes-based approach, fostering active engagement through highly interactive, facilitator-led sessions.

WHAT WE OFFER

- Public Courses vs Closed Group Training
- Face-To-Face Training (F2F)
- Virtual Instructor-Led Training (VILT)
- Customisation
- Impact Compass
- myQuest LMS



POST COURSE ASSISTANCE

Contact the Coach” – Bridging Learning for Business Results

We offer a continued learning relationship providing **FREE** access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation.

Delegates can ‘Contact the Coach’ for support, Information or assistance with additional questions regarding the application of theory covered during the course.



Personal Elevation Plan – Bridging the Gap from Training to Workplace Application

The Personal Elevation Plan isn’t just a takeaway – it’s a structured, practical guide that helps delegates seamlessly transition their learning into real-world action.



Sustained Development and Accountability: By tracking progress and engaging with their managers, delegates stay committed to their growth, making learning an active part of their professional journey.

A Tool for Measurable Impact: Rather than training being a one-time event, this plan enables organisations to see tangible results by embedding new skills into everyday work.

A Catalyst for Meaningful Conversations: Ideal for one-on-one coaching and performance discussions, the plan encourages ongoing development dialogues between delegates and their managers

OUR COMMITMENT TO YOU ...

Kwelanga Training’s Commitment

*To develop and inspire each individual to be the best that they can be.
To assist clients in the transfer of skills and positive behaviour change.*