



+974 5565 4141
connect@leadersmindglobal.com
www.leadersmindglobal.com

PERSONAL BRANDING

To help you place
yourself in a place that
you deserve.



Dr Mohamed Nismy PhD

B.Sc. (Eng.), M.Sc. (Eng.), MA, MBA,
Elite Lecturer (Universiti Malaya)
Certified Leadership Coach & Accredited Advanced
Professional Trainer (CCF|ILM)

LM GLOBAL DANIŞMANLIK İÇ VE DIŞ TİCARET LİMİTED ŞİRKET, İstanbul, Türkiye.



INTRODUCTION:

As we navigate the complexities of the modern world, the significance of Personal Branding has become increasingly evident, particularly for youth, undergraduate/postgraduate students, and young professionals.

In a landscape characterised by fierce competition and rapidly evolving career opportunities, distinguishing oneself and standing out from the crowd is paramount.

Hence, implementing a comprehensive Training Program on Personal Branding holds immense value for our target audience.

RATIONALE:

Today's undergraduate and postgraduate students are entering an incredibly competitive job market. With many qualified candidates vying for limited positions, students must understand the importance of crafting a unique and compelling personal brand.

By equipping them with the knowledge and tools necessary to brand themselves effectively, we empower them to differentiate themselves from their peers and seize coveted opportunities.



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DURATION:

Here's an outline for a four-hour personal branding training program targeted at youth, young professionals, and those willing to improve.

OBJECTIVE:

- To introduce the concept of Personal Branding.
- To explain the importance of Personal Branding in their academic/professional lives.
- To explore the DNA of Personal Branding model and its components.
- To help them assess their current status and draft an action plan to enhance their Personal Brand.

OUTLINE:

I. Introduction

- Welcome and Introduction to the Trainer.
- Brief Overview of the Training Program.
- Importance of Personal Branding in today's world.

II. What is Personal Branding?

- Definition of Personal Branding.
- Understanding how Personal Branding differs from traditional branding.
- Examples of successful Personal Brands.

III. Why is it important?

- Exploring the significance of Personal Branding for the target audience.
- Benefits of developing a strong Personal Brand.
- How Personal Branding impacts academic and professional success.

IV. What is the DNA of Personal Branding?

- Introduce the "Global Mind Personal Branding" model.
- Understand the key elements of Personal Branding
- Brief discussion



V. How can personal branding be enhanced?

- Introduction to DNA elements.
- Self-assessment to understand the current Personal Brand Index (PBI)
- Practical tips and strategies for enhancing each DNA element

VI. Q&A and Conclusion

- Open the floor for questions and discussion.
- Summary of key takeaways from the training program.
- Encourage participants to implement personal branding strategies.

DELIVERY METHOD:

- In-person or Online program through Zoom
- Interactive presentation with engaging visuals.
- Group discussions to encourage participation.
- Encourage questions and interaction throughout the session.

EVALUATION:

- Collect participant feedback at the end of the session.
- Assess understanding of key concepts through participation in discussions and activities.

This outline provides a structured approach to covering the essential aspects of Personal Branding within the allocated time frame while effectively engaging the target audience.

PROGRAM DESCRIPTION

- This is a **4-hour** training & coaching program
- Each participant will have a **40-minute** one-on-one coaching session to personalise the learning and develop an action plan to enhance productivity to the next level.
- This program is for professionals and office-based staff of any industry.
- The allowable number of participants per session:
10 – 15 (online), **max 25** (in-person)



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TRAINER & COACH

Dr. Mohamed Nismy is a human resource development strategist, author, accomplished trainer, leadership coach, and management consultant with over two decades of experience.

He has authored ten books on various topics related to leadership and management.

He holds a B.Sc. and M.Sc. in Engineering, an MBA (UK), and an MA (IOU). He completed his PhD at the University of Malaya on "Identification of Talents for Effective Utilisation of People." Presently, Dr. Mohamed Nismy is an Elite Fellow at UM.

Dr. Mohamed Nismy is a certified life coach, executive coach, leadership coach, and an accredited professional advanced trainer (ILM).

With a strong foundation as a Civil Engineer, he has spent twelve years in the Oil and Gas industry, holding key positions such as Quality Assurance Engineer and Strategic Business Planner.

He brings over three decades of experience in community organisations and works, contributing through various roles, including planning, training, and leadership.

The amalgamation of his multi-disciplinary qualifications uniquely positions him to offer transformative training and consulting services to professionals and businesses of diverse backgrounds.

Dr. Mohamed Nismy's specialisation lies in sustainable Human Resources Development, and his expertise spans Strategic Planning.

His impact extends far and wide. He has positively influenced thousands of individuals through training and coaching programs and conducts corporate training programs covering various topics.

Dr. Mohamed Nismy combines academic prowess with practical experience, offering a holistic approach to HR development.



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