



Sunflower

How to promote your identity and build your reputation on Internet with Personal Branding

OBJECTIVES

Duration: 1 day

Companies rely on **branding and marketing experts** to define their **values and identity**, in order to communicate effectively with their customers. But people rarely do that same work and tend to communicate about themselves through mimicry (by copying their neighbor). When you look just like your peers, you lose any individual identity and become just one of many. This training course will provide participants with elements to:

1. Know themselves better (how to understand the issues of self-knowledge in identity and online reputation management)
2. Become better known (how to promote your identity)
3. Be better recognized (how to build online reputation, how to create trust)

PARTICIPANTS

Senior executives of private or public organizations involved with thinking about internal social networks, knowledge transfer, innovation, training, human-capital management or strategy.

The number of participants is limited to 10.

FACULTY



Olivier Zara is a management consultant, fellow of the **Boostzone** Institute and author of the book *Le management de l'intelligence collective* (Managing collective intelligence).



The educational direction of the program is supervised by **Dominique Turcq**, President of the Boostzone Institute.



Understanding the future of the World of Work and building competitive advantages

Online identity & reputation

PROGRAMM

Day 1: Personal Branding Principles

Part 1: Definition, issues (morning)

- Personal Branding, a powerful and structured way to manage your online reputation and identity
- Internet, an international public place on which your brand image will be built and co-built
- Interactions between Personal Branding and Corporate Branding in social media: understanding the role of leader as the corporate banner-bearer in social media

Part 2: Self-knowledge (morning)

- How to move from good self-image to authentic image
- How to better know yourself in order to be different, visible and credible

Part 3: Online identity management (afternoon)

- How to build your personal marketing
- How to build your contact and reference network on Internet (LinkedIn, Facebook, Viadeo, ...)
- How to build your online identity

Partie 4: Online reputation management (afternoon)

- Keys to building your professional reputation
- How to monitor your reputation on social media
- How to protect your online reputation both technically and legally

Day 2 : Personalized coaching (optional)

We will go deeper into some of the concepts and methods of Day 1 through case studies presented by each participant.

Skills covered

- How to communicate an authentic and differentiating brand image
- How to build your brand image on the Internet
- How to go from searching to being searched
- How to monitor your brand image
- How to protect your reputation

Methods

- A number of tools and methods
- Pedagogy focused on operational coaching with case studies (Day 2 only)
- Exchanges between participants; the facilitator provides everyone with personalized responses

FEES & APPLICATION

850 € HT (1016,60€ TTC) for non-members

765 € HT (914,94€ TTC) for members

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