CONCEPT

Personal Branding and Professional Presence: LinkedIn, Networking and Thought Leadership

11 – 15 January 2027
Amsterdam - Zuidas business district hotel



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Introduction:

Organisations depend on managers and specialists whose expertise is visible to clients, partners and internal decision-makers, yet many capable professionals remain unknown outside their own team, with thin LinkedIn profiles, no clear positioning and no plan for sharing what they know. Personal branding closes that gap by turning expertise into a consistent, credible professional reputation. This Core Concept course builds the practical skills to define a personal value proposition, rebuild a LinkedIn profile, plan thought leadership content and manage online reputation. Participants leave with a 90-Day Personal Brand Plan.

Course Objectives:

- Define a personal value proposition and positioning statement that states expertise, audience and distinctive contribution in one sentence
- Rebuild a LinkedIn profile headline, About section, Featured items and experience entries around that positioning
- Plan and draft thought leadership content, including posts, articles and talk abstracts, on a sustainable monthly calendar
- Build and maintain a professional network using relationship mapping, outreach messages and follow-up routines
- Audit and manage online reputation and keep the personal brand consistent across meetings, email, profiles and events
- Measure visibility with profile, content and network metrics and adjust a 90-Day Personal Brand Plan accordingly

Target Audience:

- Managers who represent their function to senior leadership, clients or partner organisations
- Subject-matter specialists and advisers whose influence depends on being recognised as a reference in their field
- Business development and account managers who build relationships with prospects and clients over time
- Project and programme managers who need credibility across departments they do not control
- Newly promoted managers establishing a professional reputation in a larger role

Course Outline:

Day 1: Personal Branding Foundations and Current-State Audit

- Personal Brand Versus Corporate Brand: Scope, Ownership and Boundaries
- Professional Reputation Drivers: Competence, Reliability and Visibility
- Search-Your-Name Audit of Existing Online Footprint
- Stakeholder Perception Survey Using a Three-Word Feedback Method
- Personal Brand Baseline Scorecard

Day 2: Positioning Models and the Personal Value Proposition

- Strengths, Values and Expertise Inventory Worksheet
- Target Audience Personas for an Individual Professional
- Personal Value Proposition Formula: Expertise, Audience and Outcome
- Brand Story Arc: Origin, Turning Point and Present Focus
- Content Pillars Selection Matrix for Three to Four Signature Themes

Day 3: LinkedIn Profile and Content Strategy in Practice

- LinkedIn Headline and About Section Rewrite Against the Value Proposition
- Featured Section, Experience Entries and Recommendations Curation
- Post Formats: Text, Carousel, Short Video and Newsletter Article
- Monthly Content Calendar and Batching Workflow
- Comment Strategy and Engagement Routine for Building Reach

Day 4: Networking, Thought Leadership and Reputation Risk

- Relationship Capital Map: Advocates, Peers, Connectors and Decision-Makers
- Connection Request and Follow-Up Message Templates
- Thought Leadership Pipeline: Article Pitches, Panel Invitations and Talk Abstracts
- Online Reputation Monitoring Alerts and Response Protocol for Criticism
- Brand Consistency Checklist Across Meetings, Email Signatures and Event Bios

Day 5: Lab Work: Building the 90-Day Personal Brand Plan

- Lab: Live LinkedIn Profile Rebuild with Peer Review
- Lab: First Batch of Four Posts and One Long-Form Article Drafted
- Visibility Metrics Dashboard: Profile Views, Search Appearances and Social Selling Index
- 90-Day Personal Brand Plan Drafting with Weekly Actions
- Plan Presentation and Accountability Partner Pairing

Skills You Will Gain:

- Personal Brand Positioning
- Value Proposition Writing
- LinkedIn Profile Optimisation
- Content Calendar Planning
- Thought Leadership Writing
- Relationship Capital Mapping
- Online Reputation Management
- Visibility Metrics Analysis

Why Attend This Course:

- Leave with a rebuilt LinkedIn profile, a first batch of drafted content and a 90-Day Personal Brand Plan
- Explain in one sentence what you are known for and why it matters to the people you serve
- Replace irregular posting with a weekly routine that fits alongside a full workload
- Test your positioning and profile with professionals from other sectors and countries

Conclusion:

A professional reputation grows from what people see, hear and read about a person consistently over time. This course moves from auditing the current footprint, through value proposition and brand story design, to LinkedIn profile work, content planning, networking and reputation risk. The final day is spent in hands-on lab work, rebuilding live profiles, drafting a first content batch and setting visibility metrics, so that every participant returns with a 90-Day Personal Brand Plan ready to put into weekly practice.