

Building Your Personal Brand

Personal Development & Effectiveness

Course Overview

Building Your Personal Brand: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Building Your Personal Brand
- Apply practical tools and techniques for Building Your Personal Brand in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Building Your Personal Brand in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Building Your Personal Brand: principles, terminology and context
2. The business case: why Building Your Personal Brand matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
14 to 18 Sep 2026	Pretoria	\$1,450
28 Sep to 2 Oct 2026	Gaborone	\$1,450
5 to 9 Oct 2026	Kigali	\$1,650
19 to 23 Oct 2026	Cape Town	\$1,395
26 to 30 Oct 2026	Lusaka	\$1,650
9 to 13 Nov 2026	Maputo	\$1,450
16 to 20 Nov 2026	Johannesburg	\$1,650
30 Nov to 4 Dec 2026	Nairobi	\$1,550
7 to 11 Dec 2026	Kampala	\$1,450

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.