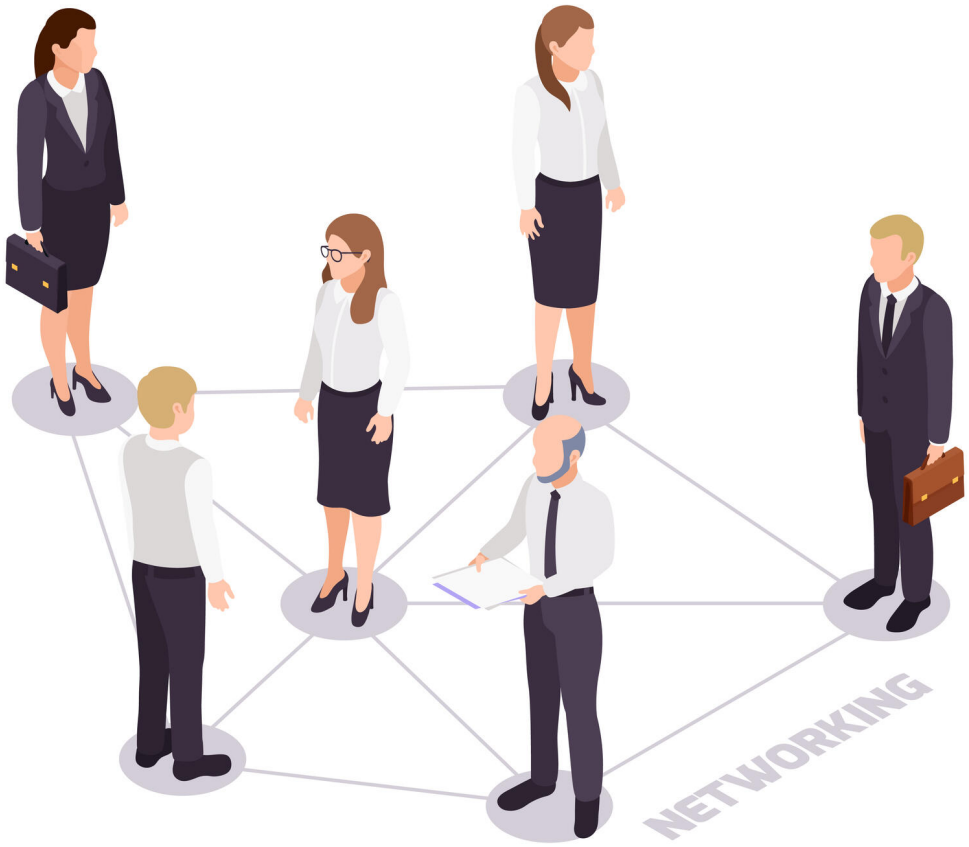


Digital Networking and Personal Branding for Leaders

Duration: 5 Days

Language: en

Course Code: MG2 - 228

Objective

By the end of this course, participants will be able to:

- Understand the role of digital networking and branding in leadership success.
- Build an authentic personal brand aligned with organisational values.
- Leverage LinkedIn, Twitter, and other platforms for thought leadership.
- Use digital tools to create, grow, and maintain professional networks.
- Develop a personal action plan for visibility, influence, and impact.

Audience

This course is ideal for:

- Executives and emerging leaders.
- Managers seeking to strengthen online presence and influence.
- Entrepreneurs and consultants building digital credibility.
- HR and L&D professionals guiding leadership development.
- Anyone aiming to position themselves as a trusted leader online.

Training Methodology

The course combines lectures, digital audits, case studies, and peer-to-peer exercises. Participants will assess their current online presence, design branding strategies, and practice digital networking techniques aligned with leadership goals.

Summary

This training course equips leaders with the tools to build strong digital networks and craft impactful personal brands in an increasingly connected world. In the digital era, leaders are expected not only to manage teams and strategies but also to represent themselves and their organisations authentically across online platforms.

Participants will learn how to cultivate professional visibility, leverage social media effectively, and strengthen their leadership influence through purposeful networking and branding. The course blends practical digital strategies with leadership insights, enabling participants to stand out, connect, and inspire in competitive global environments.

Course Content & Outline

Section 1: The Power of Digital Networking for Leaders

- Why networking is essential in the digital age.
- The difference between in-person and online networking.
- Leveraging networks for influence, opportunities, and innovation.
- Case studies of leaders with strong digital ecosystems.

Section 2: Foundations of Personal Branding

- Defining personal brand and leadership identity.
- Aligning personal brand with organisational mission.
- Building credibility through authenticity and consistency.
- Common mistakes in personal branding and how to avoid them.

Section 3: Social Media and Thought Leadership

- Leveraging LinkedIn, Twitter/X, and niche platforms.
- Creating valuable content that amplifies expertise.
- Storytelling techniques for leaders online.
- Positioning yourself as a thought leader in your industry.

Section 4: Tools and Strategies for Digital Networking

- Identifying and connecting with key stakeholders online.
- Using digital tools and platforms to expand networks.
- Building trust and engagement in virtual communities.
- Balancing visibility with professionalism.

Section 5: Building a Leadership Branding and Networking Plan

- Auditing your current digital presence.

- Setting measurable goals for visibility and influence.
- Creating a personal roadmap for branding and networking.
- Integrating online strategies with offline leadership impact.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Customer Service & Public Relations (PR), Management & Leadership, Telecommunication

Tags

Digital Networking, Leadership Branding, Personal Branding

Related Articles



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