

PUBLIC COURSES SERIES 2024

Building Your Personal Leadership Brand

Understanding and Defining One's Personal
Leadership Brand Based on Values, Principles, and
Ethics



DATE
SEP. 25-26, 2024

**EARLY BIRD
DISCOUNT
KWD 185**



LOCATION
**5 STARS HOTEL
KUWAIT**



DELIVERED BY
Maya El Tal



IDRAK



COURSE CONTENT

This intensive two-day workshop is designed to help professionals from all sectors understand, define, and communicate their personal leadership brand. By focusing on values, principles, and ethics, participants will develop a unique leadership style that aligns with their personal and professional goals.

This course offers a deep understanding of the following:

- Defining Leadership and Personal Branding
- Core Values and Principles in Leadership
- Creating Your Personal Leadership Vision
- Ethical Leadership and Decision-Making
- Leadership Styles and Adaptability
- Enhance Leadership communication
- Communicating and Sustaining Your Brand

Participants will engage in self-assessments and stakeholder analysis to identify personal strengths, challenges, opportunities, and threats, fostering a transformative leadership journey.



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