
Executive Personal Branding and Professional Reputation Training Course

9 – 13 November 2026
Vienna





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Programme Summary

Executive personal branding and professional reputation is a one-week training course for directors and senior officials at strategic level, culminating in a personal brand and visibility plan aligned with their organisation. Senior leaders are increasingly judged by what stakeholders read, hear and search about them, yet few manage that perception with the same discipline they apply to their organisation's reputation. The approach moves from self-assessment and stakeholder feedback to positioning, content, visibility and risk control. Mars Training Centre UK delivers this programme in executive personal branding and professional reputation.

The Business Case

A leader's reputation travels ahead of them into negotiations, partnerships, recruitment and public scrutiny. When it is unmanaged, it is shaped by others, by outdated profiles or by a single badly handled interview. Leaders who articulate a clear value proposition, show expertise consistently and protect their name online strengthen the credibility of the organisation they represent.

- Stakeholder Confidence: Grows as partners, boards and officials see a consistent and credible leader behind the organisation.
- Talent Attraction: Improves as visible, values-led leaders make the organisation more attractive to senior candidates.
- Reputational Risk Exposure: Falls as online presence, media contact and public statements follow agreed principles.

Principles and Evidence Base

- The Johari Window with 360-Degree Feedback: Compares how leaders see themselves with how others see them in Session 1.
- Firm, Leadership and Personal Brand Alignment: Ensures the personal value proposition built in Session 2 supports the organisation's own brand.
- Narrative and Storytelling Principles: Shape the thought leadership content and speaking material developed in Session 3.
- Stakeholder Mapping by Influence and Interest: Directs networking and visibility choices in Session 4.



Intended Participants

- Leaders who speak for their organisation to media, investors, partners or the public.
- Senior officials whose decisions and statements attract public and online scrutiny.
- Directors preparing for board, chief executive or ambassadorial responsibilities.
- Executives building visible expertise in a sector, profession or policy area.

The programme serves leaders in government, financial services, energy, healthcare and professional services.

Learning Outcomes

1. Participants will be able to diagnose the gap between intended and perceived personal brand using structured feedback.
2. Participants will be able to construct a personal value proposition aligned with organisational strategy and values.
3. Participants will be able to design a LinkedIn and digital presence that presents credible expertise.
4. Participants will be able to produce thought leadership content and speaking material suited to senior audiences.
5. Participants will be able to prioritise networking and visibility activity using stakeholder analysis.
6. Participants will be able to evaluate online reputation risks and prepare responses to them.

Programme Structure

Day 1: Executive Personal Branding Foundations

What is a leader's brand today, and how is it actually perceived?

- Personal Brand, Leadership Brand and Organisational Brand
- Johari Window Self and Others Perception
- 360-Degree Reputation Feedback Review
- Search Results and Digital Footprint Audit
- Professional Reputation Baseline Profile

Day 2: Positioning and Personal Value Proposition

What should the leader be known for, and why does it matter to the organisation?

- Personal Value Proposition Statement
- Expertise Themes and Signature Topics
- Values, Purpose and Authentic Voice
- Alignment with Organisational Strategy and Policy
- Personal Narrative and Leadership Story



Day 3: Thought Leadership and Digital Presence

How is expertise shown consistently in writing, online and on stage?

- LinkedIn Profile Architecture for Senior Leaders
- Thought Leadership Article and Post Planning
- Speaking Engagements and Panel Preparation
- Visual Identity, Photography and Biography
- Content Calendar and Ghostwriting Governance

Day 4: Visibility, Networks and Reputation Risk

Who needs to know the leader, and how is the reputation protected?

- Stakeholder Mapping and Network Strategy
- Media Interview Techniques and Message Discipline
- Online Reputation Monitoring
- Handling Criticism, Misinformation and Impersonation
- Personal Social Media Policy and Boundaries

Day 5: Applying the Personal Brand and Visibility Plan

How are positioning, content, networks and risk controls combined into one plan?

- Refined Value Proposition for Each Participant
- Twelve-Month Content and Speaking Priorities
- Priority Stakeholder Engagement Actions
- Reputation Risk Responses and Escalation Contacts
- Personal Brand and Visibility Plan Presentation

Methodology

The programme is built on structured exercises and peer review. Participants analyse their own digital footprint, test value propositions on peers, draft and critique real content and rehearse media interviews on camera, drawing on examples from public sector, corporate and professional services leaders.

- Suggested activity: Comparing self-ratings with peer perceptions on a Johari Window grid.
- Suggested activity: Rewriting a LinkedIn summary around one clear value proposition.
- Suggested activity: Recording a short media interview and reviewing message discipline.



Capstone Output

Each participant completes a personal brand and visibility plan. It sets out the value proposition, expertise themes, digital presence changes, content and speaking priorities, stakeholder actions and reputation risk responses, ready to agree with their communication team and line leadership.

Frequently Asked Questions

Is executive personal branding suitable for senior officials as well as corporate executives?

Yes. It suits directors and senior officials in public and private organisations who represent their institution externally. It assumes leadership experience but no prior media or marketing training.

Which models underpin executive personal branding in this programme?

It draws on the Johari Window with 360-degree feedback, the alignment of firm, leadership and personal brand, narrative and storytelling principles, and stakeholder mapping by influence and interest.

How is the executive personal brand and visibility plan used at work?

You return with a plan your communication team can support, covering what you will be known for, where you will appear, what you will publish and how reputation risks are handled.

How does executive personal branding differ from executive presence programmes?

It concentrates on how a leader is positioned and perceived across digital, media and network channels over time, rather than on in-the-room presence and personal impact alone.