"تواصل افتراضي وتسويق الشخصية الرقمية للقادة: أساليب فعالة لبناء العلامة الشخصية"

Duration: 5 Days

Language: ar

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

عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من Holistique Training. (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

شهادات Holistique Training معتمدة من المجلس البريطاني للتقييم وخدمة اعتماد التطوير المهني (BAC) المستمر (CPD)، كما أنها معتمدة وفق معايير ISO 9001 وISO 21001و ISO 29993.

لهذه الدورة من خلال شهاداتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة، CPD ووفقًا لمعايير خدمة اعتماد Holistique Training. التدريب من لأي دورة واحدة نقدمها حاليًا CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

Categories

خدمة العملاء والعلاقات العامة, القيادة والإدارة, الاتصالات

Related Articles

ما هي أهمية التعاطف في القيادة؟

في عالم القيادة الحديث، يتزايد الاهتمام بأهمية صفات القائد، ومن بين هذه الصفات الرئيسية تبرز بشكل لافت صفة التعاطف. فالتعاطف لا يقتصر على مجرد مظهر إنساني، بل يمتد ليكون أحد العوامل الحيوية في تحقيق القيادة الفعالة.