

Free Course Trailers

Personal branding for career success

If you present yourself to employers in the right way, it can enhance your profile at work, help you to win interesting projects, and increase your chances of success in job interviews.

You can use tried and tested marketing techniques to promote yourself effectively.

But it is important that the brand you present reflects the real you.

This course will help you to identify and refine your brand, looking at your own values and strengths, and considering how best to present them to your chosen employers.

You'll learn about presenting your brand effectively online... and in person... and you'll consider how the job market is changing and... what employers might be looking for in the future.

Welcome to *Personal branding for career success*.