

# Personal Branding and Effective Job Search Strategies

In a competitive job market, effective positioning is key to success. This training helps participants build a strong professional identity and develop a structured approach to job searching. Through interactive exercises and expert insights, participants will learn how to showcase their strengths, target the right opportunities, and maximize their visibility to potential employers.

## Outcomes

- **Define and communicate a strong personal brand**  
Learn how to position yourself effectively in your industry of interest.
- **Develop a strategic job search plan**  
Gain techniques for identifying and targeting the right job opportunities.
- **Optimize LinkedIn and other professional platforms**  
Build a compelling online presence to attract recruiters and expand your network.
- **Utilize proactive job search techniques**  
Learn how to go beyond job postings by leveraging informational interviews, networking, and referrals.

## Format

- four-hour in person training session