



INDIAN SCHOOL OF
IMAGE MANAGEMENT



Discover Your Personal Brand

World's First Personal Branding AICI Certification Program

A 3-Hour Self-Paced Learning Program

For Entrepreneurs, Leaders, Consultants, Influencers, Trainers,
Get Actionable Tools with International Certification

Establish Your Unique Personal Brand from Scratch



Discover Your Personal Brand is world's First AICI accredited Program that helps you understand the core elements of personal branding. It equips you with practical tools to build your successful personal brand.

Develop,
Maintain &
Promote
Your
Unique
Personal
Brand



What Is Personal Branding

Personal Branding is the practice of marketing people and their careers as 'Brands'.

It's an ongoing process of developing & maintaining a reputation & impression of an individual.

Like every character in a story has a start, middle, and end, on similar grounds, personal branding has a start-to-end narrative that needs to be worked upon.

It starts with careful crafting of a personal brand that involves identifying the true nature of oneself, their values, what they stand for.

And it is quite obvious that it isn't an overnight process. It is an ever-evolving journey that requires step-by-step evaluation.



Why Do You Need To Learn Personal Branding



Opportunity To Be Authentic

Personal Branding is important to generate Authenticity. It gives you the chance to let go of the insecurities of your identity, move away from copying others and accept yourself.

To Develop Self-Confidence

When you're authentic, it helps you develop self-confidence. It not only establishes an individual's name in the marketplace but also leads to prospective business opportunities.





To Gain Trust

When people see you as your authentic self, it helps them trust you better. This achieves relatable personal imagery in the minds of the people that establish faith, trust, and goodwill.

Build Credibility

Being authentic, delivering value, content, and learnings on your subject matter of expertise consistently builds credibility



Become A Subject Matter Expert

Become the most genuine "Go To" person for your area of expertise, making you a subject matter expert.

Discover Your Personal Brand hence, equips you with tools, techniques and an exclusive blueprint on how to get started with personal branding.

Who Is This Program For

- Entrepreneurs
- Leaders
- C-suite executive
- Coaches, Consultants & Trainers
- Managers and Team Leaders
- Personal Branding Enthusiasts
- Influencers
- Social Media Professionals
- Branding, Public Relations Experts
- Students

Anyone who is interested to learn Personal Branding



Program Curriculum and Learning Outcomes

Lesson 1 Brand Archetype

Define Your Personal Brand –
Discover Brand Archetype

Personal Branding Definition & Importance

- Definition of brand and personal brand.
- Factors contributing to the success of personal brand.
- Importance of Personal Branding

Four Brand Archetypes

- Identify your personal brand archetype.
- Personal brand archetypes – personality and values.
- Online/Offline platforms to represent personal brand.
- Personal Branding case studies

Define Your Personal Brand -
Brand Voice

Explore Voice Medium of Personal Brand

- Definition of personal brand voice.
- Importance & usage of personal brand voice.
- Assigning voice as per personality.
- Examples of the voice of four personality brand.

Utilizing Personal Brand Voice Resources

- Difference between tone & voice
- Identifying the tone of voice.
- Create a compelling personal brand statement.

Lesson 2 Brand Voice

Lesson 3

Brand Visual

Define Your Personal Brand –
Brand Visual

Explore Visual Medium of Personal Brand

- Define personal brand visuals.
- Importance and uses of personal brand visuals
- Assign the visuals as per personality.
- Examples of the visual of four personality brands.

Utilizing Personal Brand Visual Resources

- Design compelling personal brand visuals by using visual resources sheet.



A woman with long dark hair, wearing a white blazer over a red top, is smiling. The image has a red overlay and a blue triangle in the top right corner. A large white quote mark is centered over the image.

“

**YOU ARE YOUR MOST
VALUABLE ASSET,
START INVESTING
IN IT TODAY**

SONIA DUBEY DEWAN, AICI CIP

Know Your Trainer

- Sonia Dubey Dewan, AICI CIP

She is **India's First AICI Certified Image Professional** and a Global Personal Brand Strategist.



Over 1000 individuals including 200+ entrepreneurs, 100 CEOs/MDs of companies, 150+ image consultants, 80 business & life coach coaches as well as 250 fitness coaches are part of her clientele who have established their personal brands due to her expert advice and knowledge.

Sonia is dubbed as a **"Fairy Godmother of Transformation"** by a leading news publication. She has over **13 years of experience in Personal Branding**, Image Management, Executive Coaching & Training, Market Research, and Consumer Behavior.

India's top companies and startups such as **Reliance, P&G, Adani, Tech Mahindra, Nomura, etc.** are among her corporate clients. She works closely with many C-suite executives, entrepreneurs, politicians, and celebrities on personal branding and image management.



She has launched and has been instrumental in revamp of a few of India's top personal brands.

The ISIM Learning Experience



- Exclusive PowerPoints, Q&As, Resource Sheet and Quiz.
- Cutting Edge Curriculum Curated By Industry Experts.
- Practical Applications With Self-study Tools, Exercises and Workbooks.

Key Information

- Total Number of Videos - 55 videos
- Total Number of Hours - 03
- Total Number of Quiz - 05
- Total Number of Tools - 08
- Total Number of Assignments - 04
- Total Number of Case Studies - 02
- Life Time Access To Training Material

Medium : Self-Paced Learning

Program Fee

INR 9999/-

Special Pre Launch - INR 6999/-

One-On-One Consultation (Optional)

After completing your personal brand workbook, quizzes, exercises, activities and submitting your personal brand blueprint, you are eligible for a one-on-one consultation with Ms. Sonia Dubey Dewan, AICI CIP.

It will include a thorough assessment of your personal brand blueprint, the message it delivers and its effectiveness. You will be provided with insightful guidance and expertise for the further enhancement of your personal brand.



Claim Your ISIM Alumni Status With International Personal Branding Certification

AICI Accredited Certificate

You will get an exclusive AICI accredited certificate with the ISIM logo signed by our founder and head faculty, Sonia Dubey Dewan, AICI CIP.

Shareable on LinkedIn and CVs

You are free to add the certificate to your resume, CVs, and share on your Instagram profile.

Credibility To Profile

The certificate along with kickstarting your journey to establish your personal brand also helps you showcase credibility having learnt from India's premier institute Image Management, Soft Skills, Fashion and Personal Branding.



CERTIFICATE

OF ATTENDANCE

We Hereby Confer Upon

Nurita Mahara

this certificate, in recognition of completing the
Discover Your Personal Brand Program
by Indian School Of Image Management
on DD/MM/YYYY


Sonia Dewan...

SONIA DUBEY DEWAN, AICI CIP
Founder & Managing Partner

About ISIM

Indian School of Image Management (ISIM) is the first Indian educational institute to provide internationally recognized and programs approved by the **Association of Image Consultant International (AICI)**





ISIM brings **international standards of education** in the field of **Image Consulting & Soft Skills**, for the first time in India with the equivalent amount of versatility found in any Image Management institute abroad.

Today, the institute's groundbreaking academic programs carry forward that mission, making ISIM, the **top Image Consulting & Soft Skills Institute in India & among the very best globally**.

ISIM is affiliated with **International Image Institute, Canada**, and multiple other educational & training international intuitions from across the world.

At ISIM, we are engaged in pushing the boundaries of the Image Management industry in India and opening avenues and new opportunities for emerging professionals & entrepreneurs. The school is based out of Mumbai, New Delhi, Bengaluru, and Mauritius offering short and long-term professional programs.

Facts

*India's 1st Internationally Accredited
Image Management Institute*

180+ Alumni & Students

Awarded **“Excellent Vocational
Training Institute”**

at the 6th International Educational Excellence
Awards 2020



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