Corporate
Learning Solutions
AM
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PERSONAL BRANDING 101
MICROCREDENTIAL

Summary

The landscape of education has changed and grown across industries with the value being placed on the opportunity for shorter-form courses which enable individuals to rapidly upskill in specific topic areas[1]. The Asset Management Learning Academy (AMLA) Micro-credentials are self-paced online programs that facilitate professional development in specific subject areas. Providing a foundational understanding of the topic area and being outcome-based, guidance is provided to empower learners to immediately apply learnings in real life, supporting lifelong learning and development.

AMLA undertakes an internal quality assurance process for all course materials and content to protect the integrity of our course ecosystem. Our quality standard ensures learning outcomes are appropriate and clearly stated, suitably experienced stakeholders review all courses prior to publishing, content is controlled and a cyclic review is undertaken at least every 12 months.

All courses are reviewed periodically or at a minimum annually in accordance with our internal cyclic review process. This process ensures our courses remain relevant and current. This review is inclusive of content review and consideration of learner feedback received since the period of the last review.

References

[1]National Microcredentials Framework 2022

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www.amlearningacademy.com
info@amlearningacademy.com

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MICRO-CREDENTIAL

PERSONAL BRANDING 101

MIC-BRAN-01

Enrolment: Open intake, no set start periods. Access is instant. Enrolment term is maximum 12 months from enrolment date.
Study Mode: Online self-paced over term of enrolment.
Language: English.
Outcome: Certificate of completion.

Summary

This micro-credential focuses on teaching the conscious and intentional effort of creating and influencing public perception through a personalised and unique brand. Achieved by first building a foundational understanding of personal branding, across the benefits that can be realised, exploring a range of tools and materials, and communication tactics. The final leg of the program focuses on building and applying your personal brand over 13 weeks with weekly content and set development goals.

Designed for

Any person seeking to understand, define and build their own personal brand. This can include professionals in any industry, business owners, entrepreneurs and alike.

Pre-requisites

Anyone who has a sound understanding of the English language can complete this course. this course is in English.

Technical Requirements

Our e-learning modules run in a web browser, online. You will need a reliable internet connection, Microsoft office apps i.e. word or compatibility, a PDF viewer, speakers/headphones, and ideally two monitors, although not mandatory.

Schedule and Structure

This program consists of **8 nominal hours** of asynchronous self-paced online learning over the course of enrolment. This includes time to undertake forum activities and assessments. If following the recommended structure of this course, with breaks, this entire course will take **13 weeks** - in alignment with the portfolio activities which promote offline activities related to the development of your personal brand. You are expected to take an additional four nominal hours of

non online learning to undertake assessment preparation. The program is structured consecutively in the following sequence, with each being a pre-requisite to the next. Beyond satisfying the end of module assessments, you will be able to move freely throughout the program. We do however recommend that you progress in the order presented.

Learning and teaching activities

When enrolled, the program can be accessed from *My Account.* Progress through the program by completing the modules and lessons self-paced. Teaching activities include animated lectures, video tutorials, reading, listening to audio and interactive content. Learning activities include discussion forum activities, interactive games and content, case studies, ungraded knowledge tests, downloadable activities, 90 day personal branding action plan, and critical reflection activities.

Expectations of learners

Studying with AMLA requires you to take an active role in what you are learning. To get the most out of your time with us, you are encouraged to engage with and actively participate in your courses and also to take responsibility for your own learning. Being proactive and self-motivated with your learning at a frequency that works for you will ensure success.

Assessment, criteria and standards

Throughout this online program, learners are expected to interact and engage in activities, knowledge tests and end of module quizzes. Knowledge tests are not mandatory to pass. End of module quizzes require an 80% pass rate in order to progress throughout the course. Successful completion of all activities within the program will entitle the leaner to a certificate of completion and digital badge which will be accessible within their account.

Administration and support

Networking with other learners; asking questions to clarify understanding; responding to questions asked by other students; debating different perspectives, and sharing articles or other information you discover throughout your learning, are all important parts of learning. To enable you to 'discuss' the program content with other learners or to ask questions about the activities, etc., you are granted access to a private electronic course forum upon enrolment, which is restricted to persons enrolled in the related course. If you are not sure how to find, or how to use the course forum, email info@amlearningacademy.com for help. Learners are encouraged to engage with other learners here, asking and answering one another questions, sharing different perspectives and engaging in the program learning activities. Where your question has not already been answered, we encourage you to direct your questions to AMLA as required.

Feedback

At the end of each course, you will be asked to complete an anonymous feedback form. This form will ask questions about your level of satisfaction with the course, your e-trainers and coach. Your feedback is needed to help us ensure the quality of our courses. We endeavour to use the feedback to refine the quality of the program at least annually.

Head Office Contact:

Telephone: (08) 9321 2999

Online chat (facebook messenger)

Email: info@amlearningacademy.com

My Account: Access your account details, all enrolled courses, digital badges, certificates and more.

Privacy Policy

Terms and conditions

Would you like to stand out from the crowd?

Have you ever wondered how some people have made such a strong following? It all comes down to developing your personal brand. Personal branding goes hand in hand with developing the skills of your professional identity.

You might have extensive experience in your professional domain, but how well are you publicly showcasing who you are, and how you can help others? If you are seeking employment, how well are you showcasing your own personal brand to prospective employers?

Here at AMLA, we've perfected our own personal brand over the years, and have supported many others in building their own. Join us, and we will help you find your niche, pass on essential knowledge, tips and teach you how to effectively use a variety of tools to help you to build, promote and maintain your own personal brand. You'll walk away from this course with your own 90 day Personal Branding Action Plan, which will take you through step by step, the process of building and launching your personal brand.

Learning Outcomes

By the end of this micro-credential, learners will be able to:

- Explain what personal branding is, and why it is beneficial
- Use a range of personal branding tools to build and communicate your own brand identity
- Describe the differences between a resume and a curriculum vitae
- Write a contextualised and effective cover letter, resume and curriculum vitae
- Explain types of communication and identify areas for development
- Apply branding and communication tactics to excel in face-to-face and virtual interviews, public speaking and networking environments
- Build and maintain your own personal brand using the 90 day personal brand action plan

The 90 day personal brand action plan will ensure learners are able to:

- Audit and establish online presence in accordance with a brands vision
- Identify and define an area of expertise
- Define their personal brand from the ground up
- Establish their personal brand guide
- Identify their competitive advantage
- Define their audience
- Define their niche
- Establish, optimise and maintaining online platforms
- Set goals and apply tactics to increase conversion rates
- Identify and implement opportunities to build credibility
- Implement continuous improvement practices

Course Map

Each module focuses on specific teaching and learning objectives, which are outlined below.

COURSE OVERVIEW

Your Personal Branding journey kicks off with an introduction to how the course will flow and what you will achieve. Online health and Safety is reviewed to ensure you are fit to study and lastly an opportunity is provided for you to consider and set your learning goals.

PERSONAL BRANDING IS A TOOL

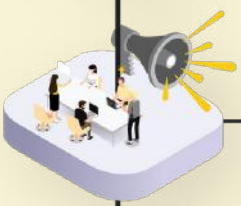
Personal branding is defined and golden rules are highlighted. Professional identity statements are introduced. The benefits of personal branding are outlined and peer-reviewed articles are accessed.

DIGITAL PRESENCE

A range of personal branding tools, including website and blog development, are introduced and their functionality is explored. Guidelines surrounding how to establish your chosen tools is provided step by step.

PRINT MEDIA

This module focuses on introducing various forms of print media which you may use in employment seeking or business promotion. Inclusive of best practice templates, anatomy and guidance. Applicant tracking systems are also explored.

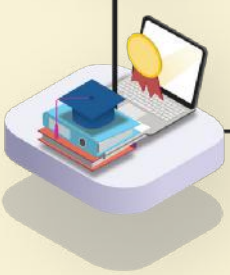


COMMUNICATION

Several forms of communication are explored, starting with personal appearance. Followed by reviewing the value which can be realised from communication and identifying developmental gaps. Communication tactics are introduced for excelling in interviews, public speaking and events.

90 DAY PERSONAL BRANDING ACTION PLAN

Its time to build and launch your brand. This 90 day (13 week) plan will take you through, step by step, the process to build and launch your personal brand. Each week you will receive instruction and guidance to achieve the development actions set.



COURSE COMPLETION

The program ends with recommended readings, downloadable content, critical reflection and an opportunity to provide feedback.

Personal branding is an important step in career development. It's a time when you choose your own narrative - how you wish to communicate to the world, and what you want to communicate.

Talicia Ffrench
Experienced recruiter, leader and workforce advocate
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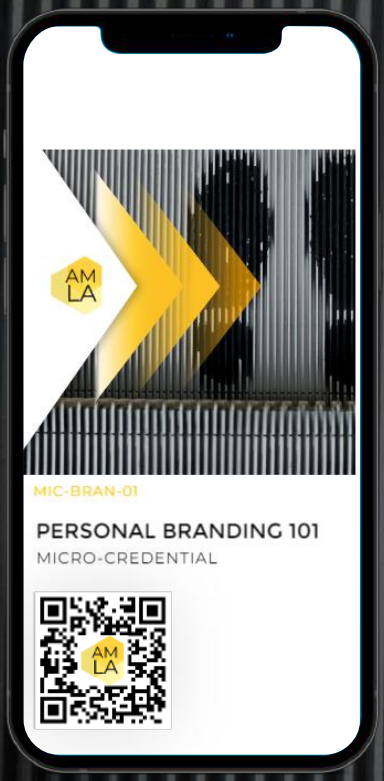

Equipping learners to rapidly up-skill.

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