CYBER LEADERSHIP INSTITUTE
KNOW YOU'RE READY

Elevate Your Personal Brand

Transform your image and accelerate your career.

Course length
4 weeks

Time required
3-4 hours per week

Approach
Online, self-paced

Accreditation
Digital badge

ABOUT THE ELEVATE YOUR PERSONAL BRAND

The Elevate Your Personal Brand has been designed to help you accelerate your career and be recognized as a leader in your industry.

You will learn how to leverage your personal story and create highly compelling content that positions you as a leader in your field, gaining the respect, recognition, and pay you deserve.

A lot of technical professionals have ambitions to rise into executive roles, increase their salary or step out to start their own consulting businesses. But as studies continue to prove, not all sweat is sweet. Amassing certifications or working longer hours can make you a superstar in functional roles, but when you want to go accelerate to the top, the game changes dramatically.

A strong personal brand, being known as a prolific thought leader and a respected voice in your niche, is the surest way to sprint past competition.

Whether you acknowledge it or not, you already have a personal brand. Prospective clients, recruiters, and employers have deeply ingrained perceptions about the value you bring to the table and the values you stand for. Recruiters use these opinions to throw professionals into ridiculous pay brackets just 30 minutes into the first meeting. Sadly, relying on your superiors to recognize your value without creating a strong personal brand will keep you stuck in junior roles or toxic environments.

The Elevate Your Personal Brand is an intensive and accelerated course designed to propel your career. When applied correctly, the lessons from this course will make you the obvious choice. You will dictate your employment conditions, be invited to keynote conferences and join advisory boards. Personal branding is no longer a preserve for a few self-anointed influencers. Any professional can apply the learning from this course to build and monetize a strong personal brand.

FEEDBACK FROM OUR GRADUATES

Bashir Semakula

The EPB course emphasizes why personal branding is essential to professional success and how to develop a branding strategy. It also covers writing with impact and persuasion and monetizing your personal brand. The course has a lot of practical things to do but what stood out for me was how to attract the right consulting clients. To be successful in the consulting space, one needs to be very specific in terms of the clients they want to work with, the problems they solve for those clients, and the value they get. So, if you're looking to get a new job, a promotion or raise, build, or improve your consulting business, or get paid speaking gigs, this is the course for you.

Dan Elliot

This course was a good mix of instruction and action with takeaways I found myself chatting about over dinner. A great course and many thanks to Phillimon Zongo, Jaime Cohen, Jan Schreuder and Cyber Leadership Institute for a great learning experience. If you're still working to refine your brand or put together your value proposition, I'd recommend this as a good opportunity to build that framework.

Etienne Botha

To stay authentic, you need a clear sense of your own identity. Your actual values and beliefs are revealed as you act and behave, which is your brand's lived experience. Make an effort to discover who you are so that your view of yourself and how others view you are the same. Make an effort to align what you say with your behavior.

Thank you for yet another phenomenal program by the Cyber Leadership Institute under the professional auspice of Phillimon Zongo, Jaime Cohen and Jan Schreuder. If you wonder how to articulate your true value, authentically, this program is a definite step in the right direction to start expanding your brand and reputation.

Jay Hira

This 4-week intensive program provides for a firm foundation and a structured framework to put together a personal branding strategy and a plan that holds you accountable to stay on track.

My two biggest takeaways from the program include:

1. Importance of embracing authenticity and celebrating both your successes and failures equally.
2. Communicating with purpose and writing with brevity and clarity for greater reach and impact.

If you're like me and feel closer to the starting line on your personal branding journey, I'd recommend reaching out to Cyber Leadership Institute to evaluate this program. BIG shout out to Phillimon Zongo, Jaime Cohen, Jan Schreuder and Darren Argyle for this excellent new addition to the Cyber Leadership Institute armory.

WHO SHOULD ATTEND THIS COURSE?

The Elevate Your Personal Brand has been designed for any technical professional keen to radically accelerate their career. If you want to dominate your niche, develop compelling thought leadership, and be handsomely rewarded for your work, then this course is designed for you.

1 An experienced professional keen to become recognized by their industry peers but held back by fear of negative judgement

2 A mid-level professional feeling stuck in middle management role seeking to sharpen the influencing and negotiation skills demanded by CISO roles

3 A seasoned technical professional keen to develop a strong base of loyal prospects before breaking out of a 9-5 role.

4 An entry-level professional with a desire to make a difference, earn respect and recognition and quickly rise the ranks

WHAT YOU'LL LEARN

Week 1: Why personal branding matters

- Master the fundamentals of personal branding and its power to radically transform your career trajectory.
- Learn how course facilitators leveraged these principles to advance their careers and create the lives they wanted.
- Understand why the most powerful part of your personal brand is your story.
- Learn why authenticity is a powerful magnet to connect you with people and create an ever-growing base of loyal connections. Strike the right balance in sharing your expertise and your personal story.
- Build the mental resilience to overcome the inevitable obstacles you will face on your path to building a strong personal brand.

Week 2: Developing an effective personal branding strategy

- Anchor your personal branding journey on a clear vision, mission statement, and roadmap.
- Blend your deepest passion and expertise to address your audience's pain points (develop skills clients are willing to pay a premium for).
- Create a clear-cut, ambitious and realistic personal branding road map.
- Quickly build momentum by prioritizing low hanging fruit and strategies that compound over time.
- Position yourself for accelerated promotion by aligning your personal brand with your role and company goals. Anticipate what can go wrong and find effective mitigations.
- Learn how to create a thriving external brand without jeopardizing your internal career prospects.

Week 3: Communicating with persuasion and impact

- Become the obvious choice in your industry by creating outstanding, highly engaging thought leadership. Learn how to write with clarity, impact, and persuasion.
- Leverage the power of LinkedIn to rapidly grow a strong base of loyal and valuable connections.
- Understand why video is becoming the first stop for many online content consumers. Learn how to keep your videos compelling, short and sweet. Use video to create an effective online presence, become comfortable on camera, and connect with your audience.

Week 4: Monetizing your personal brand

- Develop an internal personal brand to gain executive attention, accelerate yourself to the top and earn more.
- Learn proven strategies to blow the competition out of the water during the job interviewing process.
- Understand key strategies to negotiate a higher salary or senior role
- Learn various ways you can monetize your personal brand.

HOW YOU'LL LEARN

The Elevate Your Personal Brand uses a blended approach combining self-paced pre-recorded lectures and live Zoom events. Here is the format of the course:

- Pre-recorded deep-dive online lectures accessible via desktop or mobile device, anywhere, anytime. Content is available in multiple formats, including videos, audio recordings, and downloadable transcripts to suit your learning needs. With an average commitment of 4 hours per week, the course is carefully designed to minimize the impact on busy schedules.

- Two 1.5 hour Zoom calls facilitated by Phil Zongo and Jaime Cohen, main course facilitators. There, you can develop deep connections with like-minded professionals and ask important questions in a safe environment.

- You will retain access to the course material for 12 months.

- The best way to learn is by doing. As part of the curriculum, you are required to develop an effective personal branding strategy and get important feedback from course facilitators.

- You will get access to templates you can use to create your personal branding strategy, career development goals or thought leadership development checklists.

Get inspired, transform your career, and monetize your personal brand.

WHO YOU'LL LEARN FROM

> " I learnt the hard way that my strategy — toiling in obscurity and hoping my manager would discern my ambition for promotion — was deeply flawed. The stakes are too high for anyone serious about their career to discount the incalculable value of a strong personal brand. "

The Elevate Your Personal Brand course is led by **Phil Zongo**, the CEO of the Cyber Leadership Institute. Phil successfully used personal branding principles to radically transform his career from an obscure technology risk manager into a bestselling author, entrepreneur, and global voice in demand. Arriving in Australia with just $300 in his pocket and bottomless ambition, Phil learnt the hard way that rising to the top had less to do with technical skills and more to do with one's ability to navigate complex political dynamics, influence decision makers, and communicate with persuasion.

That change of mindset ignited a whirlwind of success. Phil is now on the verge of publishing a second book, is a paid public speaker, and has published several op-eds in respected magazines. His first book was named Top Five Best Cyber Books at the 2021 UK National Awards Ceremony, Phil certainly knows a thing or two about this subject.

Jaime Cohen is CEO of The Right Words, a globally acclaimed speaker and executive communications coach who has helped thousands of senior professionals sharpen their messaging and brands. With posts generating millions of views, Jaime was named Top 75 Influential Voices on LinkedIn. She's the host of a LinkedIn Live show called "Tough Conversations" and has developed communication courses for LinkedIn.

Darren Argyle - is a veteran cyber executive with close to 20 years of international cyber risk and security experience and broad expertise in providing hands-on leadership, strategic C-level/board direction and program execution. He was named in the top 100 Chief Information Security Officers globally in 2017 and the top 100 Global IT Security Influencers in 2018. Through his executive roles at iconic brands, Darren has mentored dozens of emerging leaders into executive roles.

WHAT YOU'LL RECEIVE

Accreditation

We are committed to providing you with the tools necessary to achieve your professional goals. We understand that communicating your credentials in an ever-expanding online marketplace can be challenging.

That is why we have partnered with Credly to provide you with a digital version of your credentials. Digital badges can be used in e-mail signatures, resumes, and social media sites such as LinkedIn, Facebook, and Twitter. This digital image contains verified metadata that describes your qualifications and the process required to earn them.

What are the benefits of a digital badge?

- A web-enabled version of your credentials that can be shared online.
- A more efficient way of posting to social media platforms.
- Labor market insights that relate your skills to jobs.
- A trusted method for real-time credential verification.
- Provide employers and peers concrete evidence of the work undertaken to earn your credentials and your current capabilities.

OUR CYBER LEADERSHIP INSTITUTE PROGRAMS

Program	Suitable for	Key Domains
Cyber Leadership Program	• Cybersecurity engineers, architects and managers • Chief information security officers • Heads of cybersecurity • Chief information officers • Cybersecurity consultants	• First CISO's hundred days • Building a high-impact cyber resilience strategy • Developing a cyber savvy cultural transformation program • Building a world-class cybersecurity function • Influencing critical stakeholders • Implementing an effective and efficient governance framework • Keeping up momentum during constant change • Building an effective cyber crisis management framework
Executive Cyber Resilience Program	• Corporate directors • C-Level Executives — (e.g. CEOs, CROs, CFOs, CLOs) • Senior risk managers	• Cyber threat landscape and business implications • High-value cyber risk strategies • Developing a cyber savvy culture • Securing the supply chain • Securing new digital products • Effective cyber risk oversight / governance
Cyber Security Transformation Program	• Cyber program managers • Chief information security officers • Cybersecurity architects • Cybersecurity consultants	• Defining an ambitious and achievable target state • Measuring current state to establish a solid baseline • Building high-value cyber resilience strategy • Developing a cyber transformation roadmap and budget • Mobilizing transformation (making it happen) • Delivering value quickly — accelerating change • Embedding security solutions into operations (locking in value)

CYBER LEADERSHIP INSTITUTE
KNOW YOU'RE READY

ELEVATE YOUR PERSONAL BRAND

Transform your career and monetize your personal brand.

Register Now

About the Cyber Leadership Institute

Our mission is to empower cyber leaders to embrace the technological revolution and improve the way we all live, work, and interact.

Our purpose is to give business leaders the skills to confidently lead their organizations in the digital economy. We strive to:

1. Develop cyber leaders who build resilience into business strategy.
2. Empower business leaders to develop sustainable cyber strategies.
3. Inspire leaders to work together to secure our digital world.

Cyber Leadership Institute

Level 33 Australia Square
264 George St

Sydney NSW 2000 Australia

contact@cyberleadershipinstitute.com