

MEDIA & JOURNALISM

Executive Media Presence, Personal Branding & Thought Leadership

A two-day programme in executive personal branding & media presence, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

A bespoke leadership development program for executives, founders, and industry experts seeking to build an authoritative personal brand, publish high-impact thought leadership, and cultivate an influential digital footprint across the emerging media landscape.

What participants will learn

- 01** Authority Position: Establish undisputed authority and expertise in your target sector.
- 02** Strategic Personal Brand: Align your personal values and professional narrative with organizational goals.
- 03** High-Impact Publishing: Produce engaging, top-tier thought leadership across digital channels and publications.
- 04** Media Network Building: Build meaningful relationships with top-tier media hosts, event organizers, and industry peers.

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Capstone: Presenting your personalized Executive Thought Leadership Plan.

Detailed programme

Day 1: Personal Brand Architecture & Positioning Strategy

01 The Executive Thought Leadership Landscape

- Why personal executive authority drives corporate value, investor confidence, and talent acquisition.
- Differentiating true thought leadership from corporate promotion and surface commentary.
- Audit: Assessing current digital presence and industry authority footprint.

02 Defining Your Core Authority Pillars & Narrative

- Identifying unique expertise areas, point-of-view (POV), and authentic leadership narrative vectors.
- Crafting a concise, powerful personal positioning statement.
- Exercise: Mapping your 3 core thought leadership pillars.

03 Platform Strategy & Profile Architecture

- Optimizing digital touchpoints: Professional networks, executive bios, audio formats, and expert rosters.
- Designing a cohesive visual and tonal personal brand identity across channels.
- Practical: Re-architecting executive digital profiles for maximum impact.

04 Ghostwriting Workflows & Authentic Content Creation

- Structuring effective collaborative workflows between executives, speechwriters, and PR teams.
- Maintaining genuine executive voice and vision when working with content support teams.
- Workshop: Conducting an intake interview to capture executive voice for an op-ed.

Detailed programme

Day 2: Multi-Channel Activation, Public Speaking & Network Expansion

05 Authoring High-Impact Op-Eds & Industry Articles

- Structuring opinion pieces that get accepted by tier-one business publications.
- Framing complex industry trends into accessible, bold, forward-looking insights.
- Writing Session: Drafting a outline and opening hook for a tier-one op-ed.

06 Keynote Speaking & Key Stage Appearances

- Securing and preparing for keynote speeches, panel discussions, and global summits.
- Delivering memorable visual and oral presentations on major industry stages.
- Simulation: Delivering a 3-minute mini-keynote address with feedback.

07 Digital Media Presence: Podcasts, Streaming & Live Q&A

- Navigating guest appearances on top-tier podcasts, streaming news, and live industry forums.
- Mastering spontaneous dialogue and showcasing personality while reinforcing core insights.
- Roleplay: Participating in a dynamic C-suite round-table interview.

08 The Thought Leadership Master Roadmap

- Building a sustainable 12-month thought leadership content and appearance schedule.
- Measuring personal brand growth, influence score, and downstream business impacts.
- Capstone: Presenting your personalized Executive Thought Leadership Plan.

How you will learn

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TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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