



# Personal Branding

## Shape Your Professional Image

This course helps professionals define and lead with a clear personal brand, built on their strengths and stakeholder needs. Participants learn how to identify their superpowers, understand how key stakeholders see them, and strengthen their executive presence. Through practical exercises and reflection, they leave with a concrete personal branding plan they can apply in meetings, projects, and career conversations.

### Key Outcomes

Participants of this course will:

- Clarify your core strengths and “superpowers” as a professional.
- Map key stakeholders and how they currently perceive you.
- Craft a clear, authentic personal brand statement.
- Strengthen executive presence in communication and presence.
- Turn your brand into concrete actions and visibility moves.

Formats	2 Hours <i>virtual</i>	Half Day <i>virtual</i>	1 Day <i>in-person</i>
Personal Branding	●	●	●
Identifying Own Strengths	●	●	●
Peer Exchange	●	●	●
Stakeholder Mapping	-	●	●
Personal Elevator Pitch	-	●	●
Executive Presence	-	-	●
Feedback & Coaching	-	-	●
Self-Reflection & Transfer	●	●	●

### Target Audience

#### Emerging leaders

building their first leadership identity.

#### High-potential talents

stepping into more visible roles.

#### Project and team leads

wanting to be recognized for their impact.

#### HR and talent professionals

who coach others on visibility and presence.

### Group Size

Min 6 / Opt 12 / Max 16

### Languages

English / German



# Your Facilitator

---



**Skrollan Schwyn**

**Skrollan Schwyn**, is a seasoned leadership and team development expert with over 20 years of experience helping individuals, teams, and organizations realize their full potential. As Managing Director of Kybalion Learning & Development, she develops tailored leadership programs that enable leaders to deliver measurable impact and build sustainable growth. Her approach combines strategic insight with practical, hands-on learning designed for the realities of modern business.

Her background includes lateral leadership roles at AbbVie, where she contributed to international talent and culture development initiatives and strengthened her expertise in cross-functional collaboration and organizational effectiveness. Her experience across global pharmaceutical organizations, manufacturing, software, and academia gives her a broad, credible perspective as a facilitator, advisor, and executive learning partner.

## Get Your Individual Proposal

**Phone :**

+41 78 736 19 09

**Email:**

skrollan.schwyn@kybalion.com

**Web:**

www.kybalion.com

**Address :**

6330 Cham, Switzerland