



Lucie Marcolongo

Office Olympics : build your online reputation through Personal Branding on LinkedIn.

Trainer : Lucie Marcolongo

Training objective:

This training program is designed to help professionals build a strong online presence on LinkedIn, positioning themselves as trusted experts in their respective fields. Participants will learn how to

- optimize their profiles,
- create engaging content,
- expand their networks,
- leverage LinkedIn's key features to enhance their visibility and credibility.

By the end of the training, attendees will be equipped with the skills and strategies needed to boost their personal brand, establish thought leadership, and increase the company's brand.

Each session is entirely personalised for the company and its industry.

Training outlines:

1. Introduction to Personal Branding on LinkedIn

- The importance of a professional online presence for business success
- How LinkedIn helps professionals establish credibility and expand their influence
- Strategies to build a compelling and trustworthy personal brand

2. Optimizing your LinkedIn profile

- Selecting the right profile picture and banner to reflect professionalism and industry positioning
- Crafting a compelling headline and summary using storytelling techniques
- Showcasing key achievements, skills, and relevant experience

3. Content creation and sharing

- Defining a content strategy aligned with professional and business goals
- Creating engaging and high-impact content to attract the right audience
- Planning and scheduling LinkedIn posts for maximum visibility and engagement

4. Advanced networking techniques

- Building a high-value professional network with industry peers and the right target
- Strategies for engaging with connections and fostering trust-based relationships
- Leveraging LinkedIn's messaging and networking tools to generate opportunities



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5. Leveraging LinkedIn's key features

- Understanding LinkedIn's algorithm and best practices for engagement
- Using LinkedIn tools to optimise its content creation

Learning outcomes:

By the end of this training, participants will be able to:

1. Optimize their LinkedIn profiles to reflect expertise, leadership, and professionalism
2. Build a strategic network that adds value to their professional growth
3. Create and share engaging content that strengthens their personal brand
4. Increase visibility and credibility within their industry
5. Effectively use LinkedIn features to maximize engagement and opportunities
6. Transform into brand ambassadors for their organizations or personal ventures

Methodology

- Customized format: tailored to the needs of the teams
- Interactive sessions: real-world examples, case studies, quizzes
- Simulations: practical exercises to strengthen skills

Language : French or English

Course launch: March 2025

Duration : 1 session of 6 hours or 3 sessions of 2 hours

Participants: up to 15 per session

Delivery mode: in-person or online

This training is suitable for professionals across all industries, including corporate employees, entrepreneurs, executives, and freelancers looking to enhance their LinkedIn presence and build a strong digital reputation.

For more information or to enroll, contact marcolongolucie@gmail.com