

# Digital Leadership Transformation: Influence, Presence & Impact

From Insight to Influence: Your Blueprint for an  
Unstoppable Leadership Brand

D A T E S

26<sup>th</sup> - 27<sup>th</sup>  
January 2026

O N L I N E

DUBAI: 9:00 AM - 3:30 PM (GST/GMT+4)  
MALAYSIA: 1:00 PM - 7:30 PM (MYT, GMT+8)  
LONDON: 6:00 AM - 12:30 PM (BST, GMT+1)  
NIGERIA: 6:00 AM - 12:30 PM (WAT, GMT +1)

*Lionel Lim*

C O U R S E T R A I N E R

✉ training@corsol.net

🌐 www.corsol.net

**Corsol**  
Corporate Solution

# Digital Leadership Transformation: Influence, Presence & Impact

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## Course Overview

In today's digitally driven landscape, leadership branding goes beyond titles and resumes. It's about crafting an identity that resonates across platforms communicating who you are, what you stand for and the value you bring. This 2-day experience empowers participants to build, express and amplify their leadership brand culminating in a personal brand video that showcases their authentic leadership story.

Participants will dive deep into self-reflection, messaging, digital optimisation (LinkedIn & Google) and presentation techniques. They'll walk away with practical tools, digital assets and their own recorded brand pitch.

## Key Learning Outcomes

By the end of this course, you will:

- Understand the strategic value of leadership branding in today's professional landscape.
- Apply the trainer's proprietary 3Ps branding framework (Package – Promote – Present) to develop a compelling brand.
- Craft a personal leadership narrative anchored in authenticity and values.
- Optimise their LinkedIn presence to reflect thought leadership and credibility.
- Manage and enhance their digital footprint using Google visibility strategies.
- Build confidence in verbal, visual and online self-presentation.
- Record a powerful leadership brand video to amplify visibility and influence.
- Develop an actionable 30-60-90 day plan to sustain and grow their brand.

## Why You Should Attend?

- **Shape How You're Seen.** Learn how to strategically manage your professional reputation and influence.
- **Stand Out Online.** Optimise your LinkedIn and Google presence to ensure you're discoverable for the right reasons.
- **Tell Your Story Powerfully.** Craft and deliver a leadership narrative that connects with people emotionally and intellectually.
- **Gain Visibility and Confidence.** Step into the spotlight with a brand that opens doors to opportunities, collaborations and career growth.
- **Leave With a Tangible Asset.** Walk away with a recorded leadership brand video – a ready-to-use digital pitch you can share online.

## Course Facilitator

# Lionel Lim

Personal  
Branding  
Specialist –  
LionelLim.com



Lionel Lim is a multi-award-winning personal branding

authority with over 15 years of experience empowering professionals to package, promote, and present themselves effectively. Known for his dynamic, results-oriented approach, he transforms how individuals communicate their value.

Whether in a boardroom or auditorium, Lionel engages and inspires. Lionel is recognized for his ability to connect across cultures and simplify complex ideas, making his sessions both impactful and accessible. Lionel's signature blend of education and entertainment ensures audiences not only stay engaged but leave with practical tools they can apply immediately.

Lionel's work has been featured on over 30 media platforms, including:

- BBC World TV News
- ABC News
- The Straits Times
- Mediacorp Radio

### Selected Awards:

- Top 10 Voices in Brand Storytelling, Singapore (2026)
- Asia Notable Male Icon (2015)
- Inspiring ASEAN Politics & Business Titan Award (2015)
- NUS Outstanding Young Alumni Award (2013)
- Asia Pacific Brands Award – Coup D' Established (2013)

### Qualifications:

- Bachelor of Arts (Hons), National University of Singapore
- Diploma in Style Coaching, Style Coaching Institute (UK)
- Advanced Certificate in Learning and Performance (ACLP), IAL Singapore

## Trainer's Clientele:



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## Day 1

### Define & Craft Your Leadership Brand

#### Session 1: Introduction to Leadership Branding

- Discover why leadership branding is the new currency of influence in today's trust economy
- Uncover the blind spots: Common myths, missed chances and what most professionals get wrong
- Interactive reflection: "What do people say about you when you're not in the room?"

#### Session 2: The 3Ps Branding Framework

- Break down the proven 3Ps framework (Package – Promote – Present) for building a powerful, authentic brand
- Understand how branding bridges: who you are, how you're seen, and what you're known for

#### Session 3: Know Thyself – Boss or Leader?

- Identify your leadership archetype through a style profiler and discussion
- Creative activity: "If your brand were a movie character – what would it be and why?"

#### Session 4: Crafting Your Unique Value Proposition

- Define your edge – what makes you distinct, valuable and relevant as a leader
- Build your personal brand pillars and brand promise rooted in purpose and clarity

#### Session 5: Packaging Your Brand

- Craft a compelling leadership tagline and elevator pitch that leave a lasting impression
- Explore the essentials of visual and verbal branding – from attire to tone of voice

#### Session 6: Case Study: Brand Breakdown of Iconic Leaders

- Team challenge: Reverse-engineer the leadership brands of global icons
- Extract applicable insights and branding principles you can mirror and make your own

#### Workshop Activity: Craft Your Signature Story

- Use guided storytelling framework to craft your authentic leadership narrative
- Share and refine your story through structured peer feedback in small breakout circles

## Day 2

### Define & Craft Your Leadership Brand

#### Session 1: Promote with Clarity – The SIM Branding Model

- Apply the Story-Image-Message (SIM) method to align how you look, speak and show up – online and offline
- Discover the power of brand consistency across photos, bios, tone and public presence

#### Session 2: LinkedIn Branding Lab

- Audit and optimize the 12 essential elements of your profile to enhance visibility and credibility
- Learn a content strategy that builds thought leadership: what to post, when and why it works

#### Session 3: Google Branding Lab

- Run a personal audit of your "Google self" – your first impression when someone searches your name
- Learn how to take control of your digital footprint using Google tools

#### Session 4: Present Like a Leader

- Master the art of leadership presence with confident body language, voice modulation and clear messaging
- Receive live coaching to elevate your personal impact in meetings, videos and interviews

#### Session 5: Leadership Brand Video Recording

- Plan, rehearse and record a polished 60 - 90 second video that showcases your leadership identity
- Get expert tips on delivery, structure and camera presence to bring your brand to life

#### Session 6: Playback & Feedback

- Group playback of recorded videos
- Structured peer and trainer feedback using a strengths-based framework

#### Session 7: 30-60-90 Day Action Plan

- Each participant builds a personal roadmap for brand sustainability
- Brand confidence circle and workshop reflection activity
- Design a realistic roadmap to grow your brand in stages – online and offline
- Wrap up with a Brand Confidence Circle, group celebration and reflection: "How far have you come in 2 days?"

### Programme Schedule

09:00 am – 09:30 am	Registration & Coffee Break
09:30 am – 11:30 am	Course
11:30 am – 12:00 am	Networking & Coffee Break
12:00 am – 01:30 pm	Course
01:30 pm – 02:30 pm	Networking & Luncheon
02:30 pm – 03:30 pm	Course

### Who Should Attend?

- Individuals pursuing career advancement
- Anyone building an online leadership presence
- People wanting to improve self-presentation and storytelling
- Those aiming to influence and inspire through personal branding
- Emerging leaders
- Mid-career professionals
- Entrepreneurs
- Coaches and consultants
- Professionals seeking greater visibility
- Executives or aspiring leaders



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## Registration Form

Please fill & sign below form & send us on  
[training@corsol.net](mailto:training@corsol.net)

Delegate 1  
Name : \_\_\_\_\_  
Job title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Mobile: \_\_\_\_\_

Delegate 2  
Name : \_\_\_\_\_  
Job title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Mobile: \_\_\_\_\_

Delegate 3  
Name : \_\_\_\_\_  
Job title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Mobile: \_\_\_\_\_

Delegate 4  
Name : \_\_\_\_\_  
Job title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Mobile: \_\_\_\_\_

Delegate 5  
Name : \_\_\_\_\_  
Job title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Mobile: \_\_\_\_\_

**Note:** In case of 6 or more nominations make a duplicate of this form & fill in the details.

### ORGANIZATION DETAILS:

Company : \_\_\_\_\_  
Address: (to be used on invoice): \_\_\_\_\_  
\_\_\_\_\_  
Telephone: \_\_\_\_\_  
Country: \_\_\_\_\_

### AUTHORIZED BY:

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
JobTitle: \_\_\_\_\_  
Email: \_\_\_\_\_  
Date: \_\_\_\_\_

### PAYMENT DETAILS:

Credit Card Holder's Details - To send Payment Link

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Country: \_\_\_\_\_

Event Code: **CS-DLT-005**

## Course Fee

### Registration Fees:

- |                         |                        |
|-------------------------|------------------------|
| • Book 1 delegate       | Pay USD 1,295/delegate |
| • Book 2 or 3 delegates | Pay USD 1,095/delegate |
| • Book 4 or more        | Pay USD 895/delegate   |

(All pricing excludes all taxes)

## Payment Mode:

- Payments will be made by **Credit Card** or by **Bank transfer**, an Invoice will be sent soon after we receive the signed & filled registration form.
- Payment is required within **5 working days** after the receipt of the invoice.
- Payment must be received in full prior to the Course Origination.

## Terms & Conditions:

- 1) Fee Includes (For Face 2 Face Training): the course fee covers all course material, lunch & refreshments. Please note that hotel accommodation is not included in the course fee.
- 2) Fee Includes (For Virtual Training): the course fee covers the live course session & the course material soft copies along with Certificates of Attendance.
- 3) Payment terms: Payments are required within 5 working days from the date of receipt of an invoice; all payments should be transferred by Credit Card/bank transfer to the Corsol International account. A receipt will be issued as payment is received.
- 4) Cancellation /Substitution Policy: Cancellation is only acceptable if submitted to us by email & will be subject to charges, cancellation received 60 days prior to the event 25% of the training fee will be charged, 30 Days prior to the event 50% of the training fee will be charged, 15 days prior to the event 75% of the training fee will be charged, 7 days prior to the event 100 % of the training fee will be charged. Substitution is the best option to avoid cancellation, as the cancellation is required in writing via email likewise Substitution is also required by email with complete details of the substituted delegates (Name, Position, Email & Mobile).
- 5) In the case of No Show, clients cannot claim any refund, & are not entitled to claim the Credit Voucher.
- 6) Cancellation by a paid client; does not subject to any cancellation charges, Corsol International will either accept the substitution or will provide a Credit Voucher of the Invoice amount which can be utilized in any of our future training, with validity up to 6 months.
- 7) Every possible effort is made to incorporate the event as it campaigns, however, due to any unforeseen circumstances Corsol International reserves the right to change the venue, location, and trainer. Also due to unforeseen circumstances, the event may be canceled or postponed, in this case, the paid delegate(s) Corsol International will process & refund the full amount, less the bank/service charges up to 5 % or less.
- 8) While all topics shown in this brochure will be covered in the course, the facilitator/instructor reserves the right to restructure and delivers them in a different order or sequence.
- 6) The client is considered aware of all the above terms and conditions, as they sign on this registration form & Corsol International will not be responsible for any expectation or monetary loss as indicated above.

