

Personal branding for learning and development (L&D) professionals

Examining uses, approaches, influences

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Main Purpose

This research examines how personal branding influences L&D professionals' reputation and upskilling. It utilizes qualitative methods, like semi-structured interviews with 12 seasoned L&D professionals, to grasp their views on personal branding. The goal is to offer a nuanced insight into how personal branding impacts the L&D field.

Qualitative research - Methodology

A semi-structured interview with 10 seasoned L&D professionals aimed to explore perceptions of personal branding's impact. By focusing on this group, valuable insights into attitudes and perceptions were obtained. This methodology facilitated an understanding of personal branding's potential influence on the L&D profession.

Findings

1 How L&D perceives their role

- content specialists
- responsible for enhancing performance and facilitating effective learning processes
- L&D professionals as integral "business partners"

2 Strengths of L&D Professionals

- Early Identification of Strengths
- Content Curation and Project Management

3 Personal Branding Among L& D Professionals

- **Defining "Personal Branding" in the Perspective of L&D Professionals** - L&D professionals define personal branding as leaving a lasting impression, showcasing value, professionalism, and marketability for career success.
- **Perception of "Personal Branding" Among L&D Professionals within the Propecia**
Context:
 - **Encouraging "Personal Branding" as a part of the Propecia** - vital for "business partners," career advancement, reputation.
 - **Avoiding "Personal Branding" as a part of the Propecia** - not ultimate goal, marketing connotations, introverted challenges.
 - **Personal Branding Strategies for L&D Professionals** - Establish presence, recognize uniqueness, enhance networking capabilities.

Conclusions

Key Practices

- **Community Presence** - Active involvement in social networks, conferences, articles, and lectures.
- **Persona Differentiation** - Emphasizing unique strengths in projects and internal communication.
- **Networking** - Building connections for awareness and opportunities.

Future Research Needs - Role definition and organizational learning motivation warrant

Significance of Personal Branding - Vital amidst labor market