



Programme:	Positioning for the Next Seat: Strengthening Digital Visibility for Board Aspirants and Directors
Date:	03 September 2026
Duration:	09:00 AM - 01:00 PM
Director level:	All Levels
Programme category:	Digital Initiatives
Programme mode:	In-Person
CPD:	4
RCH:	14
Price:	RM 2,040,00 (members) / RM 2,550,00 (Standard) (*excluding SST)
Venue:	ICDM, Penta Training Room
Speaker:	Ms. Ranukka Singham Founder, Certified Image and Branding Consultant, Image Revamp Consultancy

Programme Description

Programme Overview

In today's increasingly visible and connected professional landscape, digital presence plays an important role in shaping how leaders are perceived by peers, stakeholders, and executive search communities. For current and aspiring directors, a strong and credible online profile can complement their professional track record by reinforcing their governance identity, leadership narrative, and boardroom value proposition.

This programme is designed to help participants understand how digital visibility, particularly through LinkedIn, can be used more intentionally and strategically to strengthen professional positioning. Rather than approaching online presence as a marketing exercise, the programme frames it as an extension of executive credibility, thought leadership, and professional reputation. Participants will be guided on how to present themselves in a way that reflects maturity, governance expertise, and readiness for broader leadership opportunities.

Structured as a developmental journey, the programme begins with a half-day group workshop and is followed by assignments, coaching sessions, and a milestone check. The overall approach is intended to support participants in refining their digital profile, improving visibility, and developing greater confidence in managing their professional presence in a manner aligned with their individual objectives.

Learning outcome

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

1. Understand the role of digital visibility in strengthening executive and board-level professional positioning
2. Identify the key elements of a credible and compelling LinkedIn profile for directors and senior leaders
3. Strengthen first impressions through more intentional profile presentation and narrative positioning
4. Apply practical approaches to improve engagement and visibility on LinkedIn in a professional and appropriate manner
5. Develop a clearer content strategy that supports thought leadership and professional credibility
6. Refine their digital presence in alignment with their individual board or leadership aspirations

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