Personal branding is regarded as self-identity capital. People who can master their personal brands will gain respect in the community and business they are involved in. In the age of social media, people will be evaluated by what others find in the interfaces with their names. Impressions are formed and perhaps decisions are made without actual interaction. Hence, it is important for corporate leaders to leverage the social channels and curate their personal brands.

LinkedIn is one of the most popular online personal branding tools. It helps professionals to differentiate themselves from the competitive market and gain new opportunities in their current roles. In this Forum, **Mr. Guy Parsonage** will share insights of how individuals can use LinkedIn to strengthen their personal branding and expand their networks for business opportunities.

**District Councillor Ir Y.H. Cheung**, our current EMIL student, will share his experience on how this Executive Master programme has helped to unleash the potentials both for himself and the community he serves.