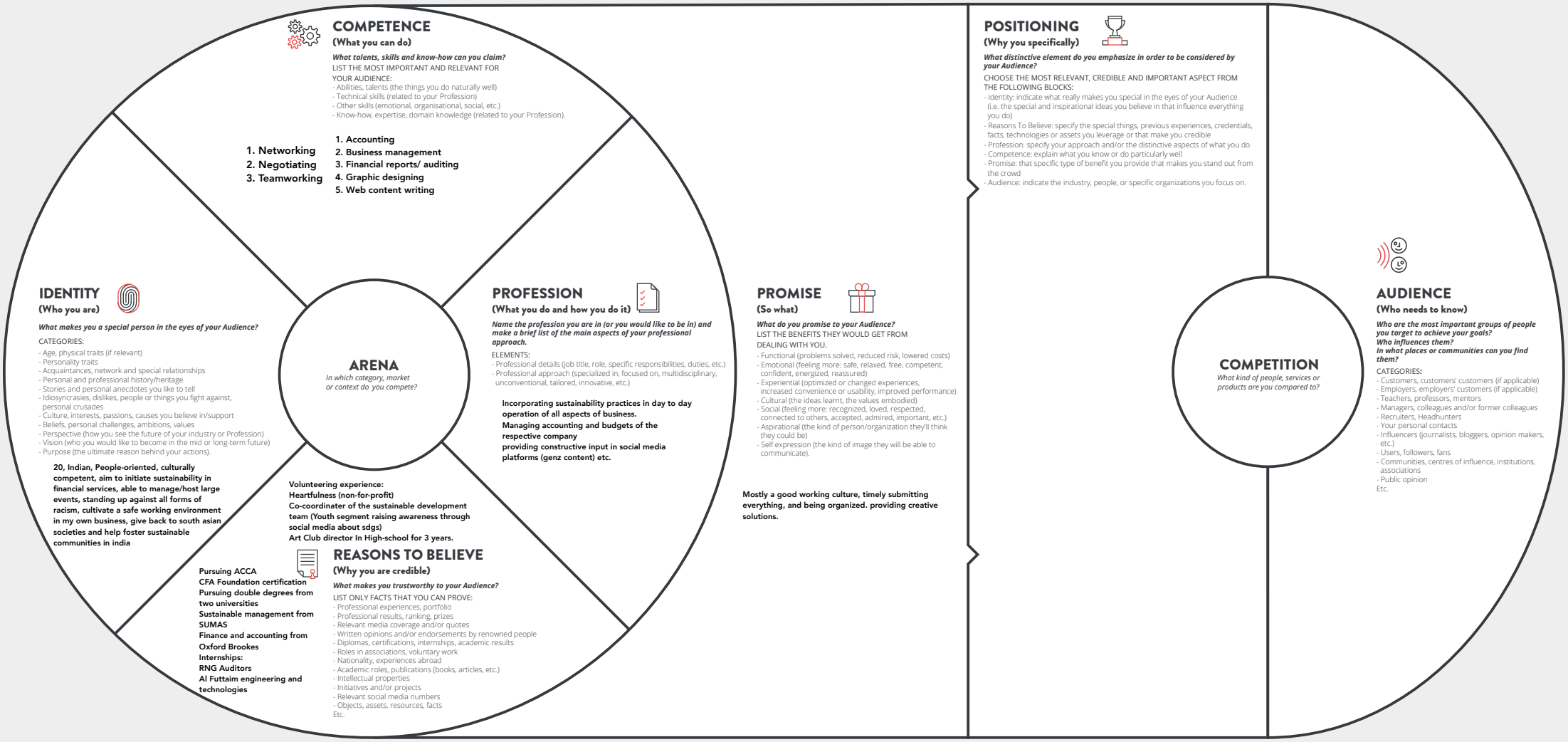
THE LINKEDIN® CANVAS

Write your name
NAME Kirti Rankawat

Why do you want to do Personal Branding on LinkedIn®?
GOAL To create opportunities for my future Start-Up



COMPETENCE
(What you can do)

What talents, skills and know-how can you claim?
LIST THE MOST IMPORTANT AND RELEVANT FOR YOUR AUDIENCE:
- Abilities, talents (the things you do naturally well)
- Technical skills (related to your Profession)
- Other skills (emotional, organisational, social, etc.)
- Know-how, expertise, domain knowledge (related to your Profession).

1. Networking
2. Negotiating
3. Teamworking

1. Accounting
2. Business management
3. Financial reports/ auditing
4. Graphic designing
5. Web content writing

IDENTITY
(Who you are)

What makes you a special person in the eyes of your Audience?
CATEGORIES:
- Age, physical traits (if relevant)
- Personality traits
- Acquaintances, network and special relationships
- Personal and professional history/heritage
- Stories and personal anecdotes you like to tell
- Idiosyncrasies, dislikes, people or things you fight against, personal crusades
- Culture, interests, passions, causes you believe in/support
- Beliefs, personal challenges, ambitions, values
- Perspective (how you see the future of your industry or Profession)
- Vision (who you would like to become in the mid or long-term future)
- Purpose (the ultimate reason behind your actions).

20, Indian, People-oriented, culturally competent, aim to initiate sustainability in financial services, able to manage/host large events, standing up against all forms of racism, cultivate a safe working environment in my own business, give back to south asian societies and help foster sustainable communities in india

ARENA
In which category, market or context do you compete?

PROFESSION
(What you do and how you do it)

Name the profession you are in (or you would like to be in) and make a brief list of the main aspects of your professional approach.
ELEMENTS:
- Professional details (job title, role, specific responsibilities, duties, etc.)
- Professional approach (specialized in, focused on, multidisciplinary, unconventional, tailored, innovative, etc.)

Incorporating sustainability practices in day to day operation of all aspects of business.
Managing accounting and budgets of the respective company
providing constructive input in social media platforms (genz content) etc.

Volunteering experience:
Heartfulness (non-for-profit)
Co-coordinater of the sustainable development team (Youth segment raising awareness through social media about sdgs)
Art Club director In High-school for 3 years.

REASONS TO BELIEVE
(Why you are credible)

What makes you trustworthy to your Audience?
LIST ONLY FACTS THAT YOU CAN PROVE:
- Professional experiences, portfolio
- Professional results, ranking, prizes
- Relevant media coverage and/or quotes
- Written opinions and/or endorsements by renowned people
- Diplomas, certifications, internships, academic results
- Roles in associations, voluntary work
- Nationality, experiences abroad
- Academic roles, publications (books, articles, etc.)
- Intellectual properties
- Initiatives and/or projects
- Relevant social media numbers
- Objects, assets, resources, facts

Etc.

Pursuing ACCA
CFA Foundation certification
Pursuing double degrees from two universities
Sustainable management from SUMAS
Finance and accounting from Oxford Brookes
Internships:
RNG Auditors
AI Futtaim engineering and technologies

PROMISE
(So what)

What do you promise to your Audience?
LIST THE BENEFITS THEY WOULD GET FROM DEALING WITH YOU.
- Functional (problems solved, reduced risk, lowered costs)
- Emotional (feeling more: safe, relaxed, free, competent, confident, energized, reassured)
- Experiential (optimized or changed experiences, increased convenience or usability, improved performance)
- Cultural (the ideas learnt, the values embodied)
- Social (feeling more: recognized, loved, respected, connected to others, accepted, admired, important, etc.)
- Aspirational (the kind of person/organization they'll think they could be)
- Self expression (the kind of image they will be able to communicate).

Mostly a good working culture, timely submitting everything, and being organized. providing creative solutions.

POSITIONING
(Why you specifically)

What distinctive element do you emphasize in order to be considered by your Audience?
CHOOSE THE MOST RELEVANT, CREDIBLE AND IMPORTANT ASPECT FROM THE FOLLOWING BLOCKS:
- Identity: indicate what really makes you special in the eyes of your Audience (i.e. the special and inspirational ideas you believe in that influence everything you do)
- Reasons To Believe: specify the special things, previous experiences, credentials, facts, technologies or assets you leverage or that make you credible
- Profession: specify your approach and/or the distinctive aspects of what you do
- Competence: explain what you know or do particularly well
- Promise: that specific type of benefit you provide that makes you stand out from the crowd
- Audience: indicate the industry, people, or specific organizations you focus on.

COMPETITION
What kind of people, services or products are you compared to?

AUDIENCE
(Who needs to know)

Who are the most important groups of people you target to achieve your goals?
Who influences them?
In what places or communities can you find them?
CATEGORIES:
- Customers, customers' customers (if applicable)
- Employers, employers' customers (if applicable)
- Teachers, professors, mentors
- Managers, colleagues and/or former colleagues
- Recruiters, Headhunters
- Your personal contacts
- Influencers (journalists, bloggers, opinion makers, etc.)
- Users, followers, fans
- Communities, centres of influence, institutions, associations
- Public opinion

Etc.

TIPS FOR COMPLETING YOUR LINKEDIN® PROFILE:
Keeping your *Audience* in mind at all times, complete the three most important sections of the profile by using the information contained in the Canvas blocks, for example:

PROFILE PHOTO (400px by 400px)
Ensure the image captures your *Identity*'s key elements and matches your *Positioning*.

HEADLINE (120 characters)
As concisely as possible, combine your *Profession* and your *Positioning*. Where you can, add keywords that reflect key elements of your *Identity*.

ABOUT (2,000 characters)
Start by describing your *Profession* and your *Positioning*. Use the first person and a tone that matches your *Identity* (i.e. values and personality).
If applicable, indicate exactly how you could help your *Audience* (*Promise*).
Then list some relevant elements related to your *Competence*, possibly correlating them with your facts from the *Reasons To Believe* block: establishing trust is fundamental today.
Finish with some significant elements of your *Identity*: this is where you play to the sympathy of your *Audience*.

The LinkedIn® Canvas (http://BigName.pro/linkedin-canvas) is an adaptation of the Personal Branding Canvas and is part the Professional Innovation Toolkit: (http://bigname.pro/professional-innovation-toolkit)
Designed by @LuigiCentenaro, founder of BigName® (BigName.pro) the professional innovation specialists for enterprise. Inspired by the work of Strategyzer.com and BusinessModelYou.com.
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