Building your brand

Solution

Please answer the following questions based on the research you have conducted:

1. Identify three professional people (either that you know personally or in the public domain) and the personal brand attributes you admire about them.

Person One –

Pranav Mistry : Samsung Think Tank ; Humanoid Robot ; 6th Sense Technology ; Representing MIT Media Lab ; Leadership ; Innovative Technology to support ideas.

Person Two –

Satya Nadella : Underdog still leader ; Touching lives than making dimes ; Keeps less risk more outcome.

Person Three –

Sundar Pichai : Keeps ideas fresh by implementing then as soon as possible ; Keeps work open source so that people can easily contribute ; Makes products be a part of ecosystem so that people are able to switch from one service to another.

2. From the list of characteristics you admire, identify the personal brand attributes that you want to develop for yourself.

* Making long lasted connections rather than task based / work based.
* Able to inculcate solution into government agencies such that it automatically (by default) get part of people’s lives.
* Touching different sectors to be able to make an ecosystem of solutions.

3. Identify what actions you need to take to live your identified personal brand attributes.

* To have a schedule of work
* To spend time on networking social media.
* Reading articles / blogs related to job.