Building your brand

Template

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.

Ans:

Tanmay Bakshi

Tanmay Bakshi is a 16-year-old Canadian author, AI and ML Systems Architect, TED & Keynote speaker, Google Developer Expert for Machine Learning, and IBM Champion for Cloud. He has addressed over 200,000 executives, developers, and audiences worldwide at conferences, universities & schools, financial institutions, and international companies. The United Nations, NASSCOM, Linux Foundation, Apple, SAP, IBM, KPMG, Microsoft and Walmart are a few of the organizations he has keynoted for.  
  
Tanmay has been covered in the media, being featured in the Toronto Star, on the front page of The Vancouver Sun, pictured on stage doing what he loves to do - sharing his knowledge with the world, in Forbes and CNBC, as well as in Bloomberg Businessweek as a Young Entrepreneur, in The New York Times, and The Wall Street Journal, just to name a few.  
  
His YouTube channel called “Tanmay Teaches” is where he shares his research and knowledge with audiences of all ages. He has had the honour of being the recipient of the Life Mentor Award by the Hon. Lt. Governor of Manitoba, Twilio Doer Award, Knowledge Ambassador Award, and Global Goodwill Ambassador at LinkedIn.

Elon Musk

* Elon Musk is working to revolutionize transportation both on Earth and in space.
* His automaker, Tesla Inc., which was founded in 2003, is bringing fully-electric vehicles to the mass market.
* He settled with the SEC in September 2018 for making alleged "false statements" about a plan to take Tesla private, and had to step down as chairman.
* SpaceX, Musk's rocket company, is now valued at more than $20 billion.
* He grew up in South Africa, then immigrated to Canada at age 17. He landed in the US as a transfer student at the University of Pennsylvania.

Steve Jobs

Apple cofounder Steve Jobs finally succumbed to cancer at the age of 56 on October 5th, leaving behind a legacy that changed the computer, music, film and wireless industries. His once written-off tech company in August briefly topped ExxonMobil as the most valuable U.S. corporation. In that month he resigned as CEO. The Reed College dropout founded Apple in his garage. Jobs created the Macintosh in 1976 and was fired 9 years later after a power struggle with Chief Exec John Sculley. He returned to Apple in 1996. At the time of his death most of his wealth still came from Disney, due to Disney's purchase of Pixar in 2006; as the largest individual shareholder, he owned about $4.47 billion of Disney stock.

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

Ans:

* Enhance my presentation and public speaking skills
* Develop great skills in the field of AI
* Develop great problem-solving skills

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

Ans:

I need to practice continuously.