Name	RAMA VEERA ISAIAH

Question 1 (A&B)

Paste the link to the Google Drive folder here. Make sure anyone with the link can access it. Marks will **not** be awarded if the folder is not accessible.

https://drive.google.com/drive/folders/1lP9y9ToH1OxF2_HrzfOWa_tsOfxOLx9a?usp=sharing

Question 2

Email: rakesh.mishra@abcpolyclinic.com
Cc:dinesh.sineflexsolutions.com, santosh.sineflexsolutions.com

Subject: Conclusion of Business follow up by Sineflex Solutions

To,
Mr. Rakesh Mishra,
Head, ABC Polyclinic.

Dear Sir,
I, Mahesh Iyer - co-founder at Sineflex Solutions - am writing to you to follow up on and conclude the last conversation we had together with you, your CEO, influential stakeholders and respected advisory board of directors.

Our Sineflex team has tried to reach out several times for a positive response to conclude the verbal agreement we had reached upon during the numerous meetings, to discuss our value-added propositions at length & to address your business problems and for us to offer a possible customised formulated solution along with subject matter expertise.

*I would like to bring to notice that unfortunately **we haven't received any final conclusion** on the Trade agreement settlement on behalf of your team.*
As there is no response from your end, despite several revised proposals and extensive follow up, we stand to understand that your business needs and requirements may have altered.

*Nonetheless, we are sincerely grateful for the opportunity provided to us and **we still look forward to partner with you & offer our core expertise & value-added services in the future whenever required.***

Question 3

The top 3 audience groups Mahesh should target to raise awareness among the masses & to promote Sineflex to be seen as an industry leader in the healthcare-analytics domain to resolve various challenges within the sector are as follows:-

  *(1) **Pharmaceutical companies & their professionals** :– As healthcare analytics & predictive analytics speed up the process of drug discovery, clinical trials & thereby make the drug discovery process effective, efficient & productive – he must pitch to this group to enable mutual benefits.*

  *(2) **Researcher Teams / Universities** :-   healthcare analytics help researchers & universities by connecting their catalogued research solutions to real-world industry business challenges – creating an essential connection for mutual benefits & thus Mahesh must pitch to this group.*

  *(3) **Healthcare Professionals** :- Path-breaking innovative practices & solutions to improve treatment techniques & for predicting patient behaviour patterns help to improve & elevate the technology employed in the healthcare sector & thus it is imperative that Mahesh pitch to this group.*

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Summary

Nonverbal Communication

Leadership can be defined as the ability to lead people to success by influencing, persuading, inspiring and empowering them. Hence, communication is the cornerstone of leadership and is the key to success in today's interconnected world.

Communication can be classified into two types:
1. Non-verbal communication, and
2. Verbal communication

Introduction to Non-Verbal Communication

Communication that takes place without the use of words, by relying on gestures, facial expressions, tone, etc., to convey feelings, attitude and emotions is known as non-verbal communication.

Non-verbal communication can take place in two ways:
1. One-to-one communication
   - Helps reinforce verbal communication using body language
   - Helps in defining relationships between people
2. One-to-many communication
   - Helps establish a connection with the audience
   - Helps understand the audience's response
   - Helps emphasise the message being conveyed

Sometimes, a person's words can contradict their actions. Hence, it is important to use your own judgement and ask clarifying questions before making any assumptions.

Non-verbal communication can be broadly classified into five forms:

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NON-VERBAL COMMUNICATION

01	Posture
02	Gestures
03	Eye contact
04	Facial expressions
05	Tone/Vocalics

Postures

Posture is the way a person stands, sits, or holds his/her body. There are two types of postures:

1. **Open posture**: An open posture communicates openness/interest in someone and a readiness to listen. It includes standing erect with your shoulders straight and drawn back and your weight equally distributed on both legs.

2. **Closed posture**: A closed posture communicates submissiveness, shyness, defensiveness, discomfort, or a lack of interest in the conversation. It is indicated by slouching, folding arms, crossing legs, leaning on one leg, or an inclination to face away from the other person.

Gestures

Gestures include movements of a person's head, arms, hands, etc., to convey feelings, intentions, ideas, and so on. A crucial gesture used in interpersonal communication is the 'handshake'. There are three types of handshakes:
1. **Dominating**: When one hand of a participant is on top, this means that they are indulging in a dominating handshake.
2. **Submissive**: When one hand of a participant is on bottom this means that the participant is indulging in a submissive handshake.

3. **Equal**: If both participants' hands are equally balanced, then it is an equal handshake.

Apart from handshakes, the three kinds of gestures that are most commonly used in a business setting are as follows:

Palms exposed		Denotes accepting nature, openness, honesty, and trustworthiness. It is used with equals, such as colleagues.
Palms facing down		Denotes power and authority. It is used in front of subordinates to communicate strict adherence to rules, deadlines, etc.
Closed hand with pointed finger		Denotes condescendence. It is used to communicate veiled threats.

The **mirroring technique**, which involves imitating the body language of the other person by subtly taking on his/her facial expressions and gestures, is an effective way to establish a connection with that person. However, one must take care not to imitate the negative body language of a person.

Eye Contact

Eye contact forms a crucial part of ensuring a proper flow in everyday communication. Depending on the situation and the kind of relationship that you share with the other person, you can employ one of following three types of eye contact:

Business gaze		- Used with clients, colleagues, etc., in a business environment - Focus your gaze at an imaginary triangle starting from the forehead of the person, with the line joining the eyes forming the base of the triangle.
Social gaze		- Used in social set-ups with friends/acquaintances. - Focus your gaze at an imaginary triangle just below the eyes, including the nose and lips.
Intimate gaze		- Reserved for a partner/spouse - Focus your gaze at the area from the eyes to below the chin.

The benefits of making proper eye contact are shown in the following image:

BENEFITS OF EYE CONTACT

01 Great feedback mechanism

02 Helps you realise how many people have been convinced by you

03 Helps you look more authoritative, confident, and assertive

04 Helps build trust

Facial Expressions

Facial expressions form a vital part of social interactions. They help you infer the emotional state of the other person properly and, hence, help you interact accordingly. The seven broad types of human emotions are shown in the image below:

TYPES OF HUMAN EMOTIONS

1. Happiness
2. Sadness
3. Anger
4. Disgust
5. Fear
6. Surprise
7. Contempt
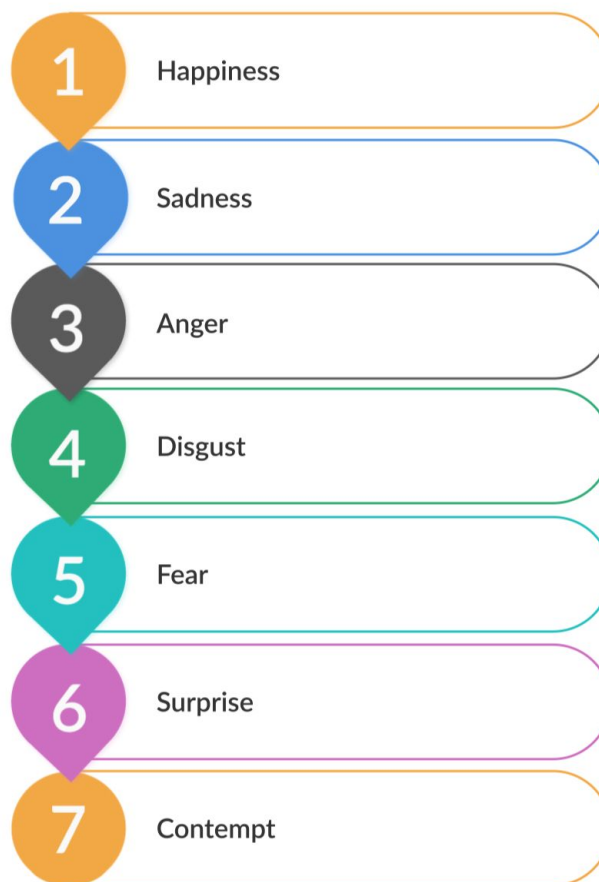
Types of facial expressions:
1. Macroexpressions
    - No attempt to modify/ conceal emotions
    - Last for 0.5 to 4 seconds
    - Easy to see and identify
2. Microexpressions
    - Expressions go off the face in a fraction of a second
    - Signs of concealed emotions
    - Cannot be controlled voluntarily

While interacting with someone, you should constantly be on the lookout for expressions that occur fleetingly and compare them to the emotion behind the words being expressed by the person. A mismatch between the two is a clear sign of deception.

Vocalics

Vocalics refer to the characteristics of voice that provide the context to enable the right interpretation of verbal messages. Vocalics can be divided into the following four components:

1. Pitch
   - A high-pitched voice indicates excitement or nervousness.
   - A low-pitched voice is deep, relaxed and measured, and has a dominating effect on the listener.
2. Rate of speech
   - Fast-paced speech indicates dishonesty, lack of confidence or impatience.
   - Slow-paced speech is used to stress the importance of what is being said.
3. Volume
   - Low volume of voice reflects shyness or nervousness.
   - A clear and loud tone denotes confidence.
   - Leaders sometimes drop the volume of their voices to draw attention to something extremely important.
4. Pauses
   - One should take an appropriate number of pauses to help people understand what they are trying to communicate.
   - Taking too many pauses is a sign of lying or deception.

Emotional Intelligence

The ability to identify, understand and manage both your own feelings and those of others and use these emotions to guide your actions and decisions is known as 'emotional intelligence'. The four components of emotional intelligence are shown in the image below:

EMOTIONAL INTELLIGENCE

01 **Self-awareness**

a. Ability to perceive
b. Ability to identify
c. Ability to understand

02 **Self-management**

a. Ability to manage and regulate one's emotions

03 **Social awareness**

a. Ability to identify and understand others' emotions

04 **Relationship management**

a. Ability to use emotions/feelings to
- Solve problems
- Resolve issues
- Deal with people
- Manage relationships

Summary

Oral Communication

In today's world, managers are required to address their teams in meetings in order to convey important information, strategise plans, track progress on projects, and empower their teams. In order to do so efficiently, both the content and the delivery of what is being conveyed by a manager should be top-notch.

The Rhetorical Triangle

The rhetorical triangle is a great tool to structure content in order to present the most persuasive argument. It has the following three components:

Ethos (Speaker)
Credibility and authority

Logos (Message)
Logics, facts, truth

Pathos (Audience)
Emotions

1. Ethos helps build trust with the audience by establishing credibility and authority.
2. Pathos helps establish an emotional connection with the audience.
3. Logos helps the audience think by including statistics, data, etc.

These three elements should be used in an interconnected and balanced manner, depending on the context. Both content and delivery go hand in hand when it comes to public speaking. Some of the ways to improve the delivery of a speech are shown in the image below:

IMPROVING DELIVERY

1 Becoming emotionally intelligent helps in becoming a good listener

2 Don't listen simply to respond

3 Make the conversation as interactive as possible

4 Include interesting facts, anecdotes, and examples

5 Use audio-visual aids while presenting

Creating an Effective Presentation

The most commonly used form of oral communication at the workplace is a presentation. Some tips to create and deliver a good presentation are shown in the image below:

CREATING A GOOD PRESENTATION

1	Highlight and reinforce key points
2	Think about the overarching theme
3	Use a lot of audio-visual aids
4	Minimise the use of words
5	Use humour, stories and anecdotes to keep your audience engaged
6	Use a pen/ruler/laser to direct your audience's attention
7	Don't use complex words or jargon
8	Keep the presentation simple and relatable
9	Incorporate non-verbal communication

The 'what', 'why', and 'how' of a presentation are as described below:

THE WHAT, THE WHY AND THE HOW

1. What is the main message of the presentation

2. Why the audience should believe the speaker

3. How the audience should achieve what is suggested

The **10-20-30** rule states that a presentation should have no more than 10 slides, should last less than 20 minutes, and should have a font size not less than 30.

Answering Audience Questions after the Presentation

After delivering a presentation, the next important task is to answer questions from the audience. The ability to properly answer audience questions after giving the presentation plays a great role in deciding the success of your presentation. Some tips that can help you answer audience questions more effectively are as follows:

ANSWERING AUDIENCE QUESTIONS

1 Maintain eye contact

2 Thank them for the question

3 Repeat the question to understand it clearly

4 Gently break eye contact while answering the question

5 Practice the speech and presentation thoroughly

6 Anticipate questions and research for answers

However, if someone asks you a question that you do not know the answer to, you should calmly reply that you will be able to answer the question when you have more information on the subject. There is no harm in accepting that you do not know the answer to a few of the questions.

Cross-Cultural Communication

The effects of ineffective communication are shown in the image below:

EFFECTS OF INEFFECTIVE COMMUNICATION

1 Difficulty in conducting business

2 Strained relationships

3 Loss of potential clients

As workplaces are getting more and more diverse, it has become important to overcome these communication barriers within teams. It is important to identify these barriers in order to overcome them. The most commonly faced barriers to effective cross-cultural communication are as follows:

BARRIERS TO CROSS-CULTURAL COMMUNICATION

1 Language

2 Assumption of similarity

3 Ethnocentrism

4 Stereotyping

5 Non-verbal misinterpretation

These cultural differences can be overcome by:

OVERCOMING CULTURAL BARRIERS

01	Be aware of cultural differences

02	Respect cultural differences

03	Reconcile cultural differences

Instead of turning a blind eye to cultural differences, one should make oneself aware of these differences by politely asking questions, researching, and so on.

Summary

Effective Business Writing

In business, a lot of communication happens in the written format. This can be in the form of reports, emails, business letters, memos, performance appraisals, etc. The level of formality depends on the type of document that you are writing and the kind of audience that you are writing for/to. Business communication can take place in the following forms:
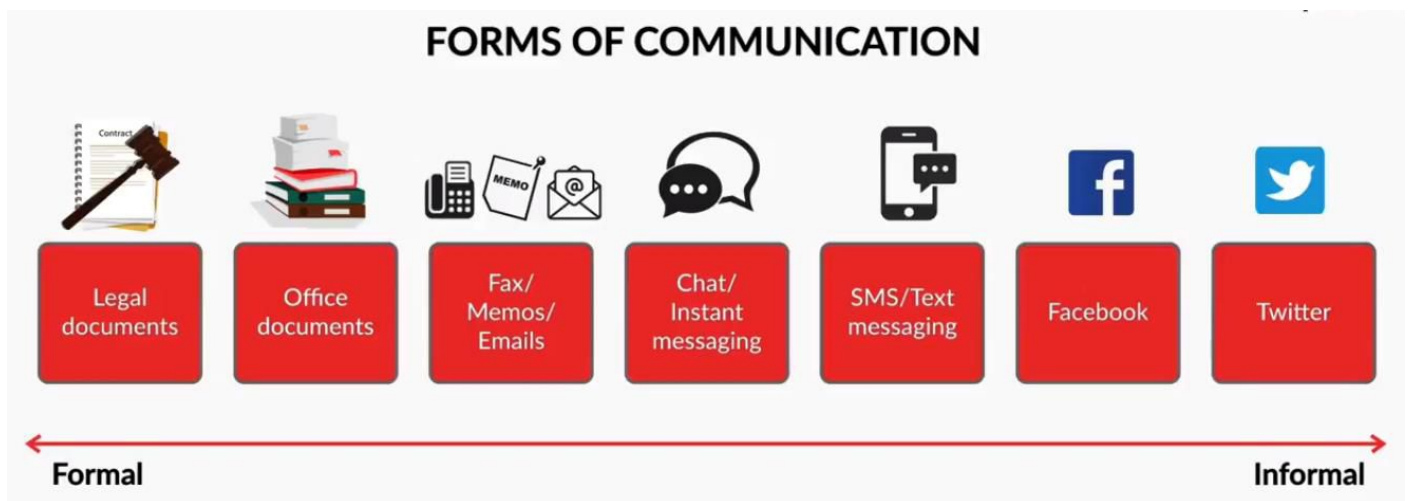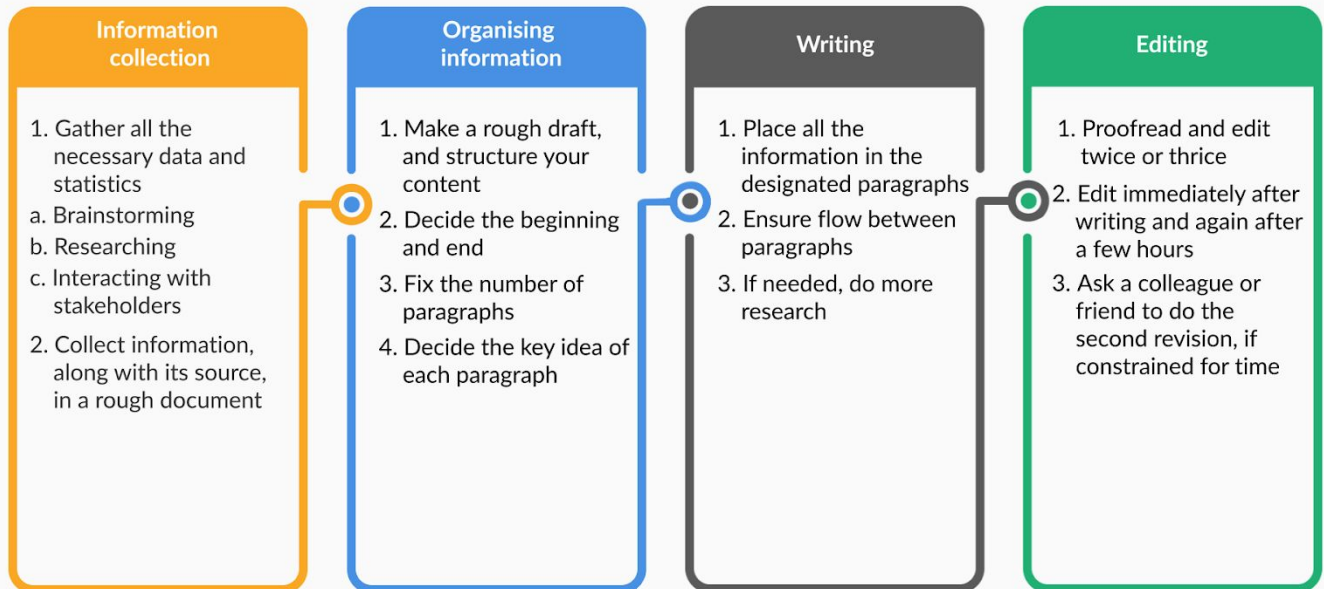

A well-written business document should have the following four qualities:
1. **Direct**: It should get to the point straight away.
2. **Logical**: It should consist of data points and logical inferences instead of statements such as 'I feel it should be this way' or 'I think we should do this'.
3. **Concise**: It should precisely convey the required information without giving unnecessary details.
4. **Clear**: It should be easy to understand, without any scope of misunderstanding or misinterpretation.

The four stages of writing a business document are as follows:

STAGES OF WRITING

Information collection	Organising information	Writing	Editing
1. Gather all the necessary data and statistics a. Brainstorming b. Researching c. Interacting with stakeholders 2. Collect information, along with its source, in a rough document	1. Make a rough draft, and structure your content 2. Decide the beginning and end 3. Fix the number of paragraphs 4. Decide the key idea of each paragraph	1. Place all the information in the designated paragraphs 2. Ensure flow between paragraphs 3. If needed, do more research	1. Proofread and edit twice or thrice 2. Edit immediately after writing and again after a few hours 3. Ask a colleague or friend to do the second revision, if constrained for time

Email Communication

In a business setting, written communication mostly happens through emails. Hence, it is important to structure your emails in a proper and effective manner. The three main components of an email are as follows:

1. **Subject line**: A subject line is important to catch the reader's attention, and it should also clearly communicate the context of the email. For this, the subject line should have the following characteristics:
   - It should be catchy, short and focussed.
   - It should never be a one-word line such as 'URGENT!!'.
   - It should convey the content and context of the email in 4–5 words.
   - It should create interest and a sense of urgency in the mind of the reader.
2. **Body**: The body of an email contains the following four elements:
   - **Salutation**: This should address the recipient appropriately. For an unknown recipient, use 'Dear Sir/Madam'; for women, add 'Ms.' before the name; and for a person holding a doctorate, use 'Dr.'.
   - **Introduction**: This builds up the context of the email. It begins with the sender's introduction and the name of the person who referred the sender to the receiver, if applicable. It also touches upon the main reason for sending the email.
   - **Message**: This details the purpose of the email. Add relevant facts and figures here. If needed, add any extra information that may interest the receiver. Use links or attachments instead of making the email body too long.
   - **Conclusion**: This includes the action that a recipient should take after reading the email. Ask for small and easily actionable tasks to ensure a response. The conclusion should also include proper send-offs, such as 'Best regards', 'Best', 'Regards' or 'Best wishes'.

3. **Signature**: A proper email signature should ideally have the following sender details:
    - Name
    - Title
    - Contact number
    - Organisation's name or logo
    - Links to social handles containing samples of work

Writing Etiquette

Lack of adherence to business etiquette makes communication inefficient and non-actionable. Hence, basic writing etiquette needs to be followed, which can be broadly classified into the following two categories: 'How to write an email' and 'How to reply to an email'. These are depicted in the following image:

WRITING ETIQUETTE

01 How to write an email

a. Focus on the key message
b. Involve a call to action
c. Use active voice instead of passive voice
d. Use personal pronouns
e. Use proper punctuation
f. Double-check your facts before writing
g. The level of formality should be on the basis of the audience and the context

02 How to reply to an email

a. Familiarise yourself with the context in the trail emails
b. Reply in an appropriate time
c. Follow up appropriately, without irritating the sender

Mistakes to Avoid in Written Communication

Along with complying with the business etiquettes mentioned above, you should avoid making the following mistakes in your communication:

MISTAKES TO AVOID IN WRITTEN COMMUNICATION

1 Use of jargon

2 Use of SMS language in formal communication

3 Use of emoticons, and abbreviations such as LOL, FYI

4 Sarcastic or angry tone

5 CCing everyone in an email, just to create pressure

6 Writing messages in all caps

7 Always clicking the 'Reply to all' button

8 Injudiciously sharing email trails with external audiences

Summary

Personal Brand Vision

In this session, we discuss three main topics: the concept of personal branding, its importance in today's world, and the steps towards creating a personal brand vision statement. Let's understand these, one by one.

The Concept Of Personal Branding

Personal branding is about an individual's values, ethics, what one stands for, what is one's aim, and how one portrays and communicates these aspects to the outside world. It is similar to the concept of branding of products, except the products here are the individuals themselves.

As individuals, we communicate our personal brand on a daily basis without making any conscious effort. For instance, we write articles or blogs; we like, share, or comment on certain articles or posts; we share our pictures; we express our opinions, and so much more.

In effect, we are portraying our personality, our values, and our beliefs to the outside world through digital media. It reflects who we are as individuals and shapes how the outside world perceives us.

The Importance Of Personal Branding

In today's hyperconnected and overcrowded digital environment, personal branding has become imperative for individuals to stand out from the crowd. Large companies often tend to have individuals with strong personal brands at CXO levels because they are the ones who represent the company and, hence, help enhance the company's value. Also, if a company is owned by an individual, his/her personal brand is directly associated with the firm. Thus, the effects of personal branding often percolate into the firm.

Personal branding is important as it helps individuals meet their goals such as increase their recognition in their respective industries, increase their sales numbers, or land better jobs.

Creating A Personal Brand Vision Statement

The vision statement reflects the objective of creating one's personal brand. It includes things that we value, our passions, our goals, and our personality traits which will help us achieve those goals. To create a vision statement, you need to understand yourself, your motives, and your aims. All these can come together to create a personal brand vision statement.

To create a personal brand vision statement, you need to list down the following:

1. **Values**: Values are what drive an individual and are extremely important as they help the individual in making decisions. The priority and importance of each value keep changing, depending on the different stages of life. These values should, therefore, be listed according to their current priority levels.
2. **Passions**: Passions are qualities that inspire and motivate individuals. If an individual is passionate about something, they spend significant time on it and pursue it diligently.
3. **Strengths**: Strengths are the key qualities of an individual and refer to what one brings to the table at work.
4. **Goals**: Goals should be as specific as possible and also include timelines to make them objective to the extent possible. Some examples of goals are:
   - Become the marketing head of a global conglomerate within five years.
   - Start a healthcare firm within the next two years.
   - Get a job at a data analytics firm within the next six months.
   - Get a promotion and 20% salary hike at my current company within the next year.

A personal brand vision statement can be written in the structure given below:

'My vision is to (goal: write down your goals here) using my (passions and/or key strengths: mention your passions and/or key strengths here). I want to achieve my goals using my (values and/or key strengths: mention your values and/or key strengths).'

Summary

Building Assets for Personal Branding

This session will cover the following topics:
- Defining your target audience
- Building online and offline assets for personal branding
- Maintaining your personal brand

Defining Your Target Audience

You should target your personal branding communication towards a specific audience that can help you achieve your goals. The table below lists examples of the target audience one must choose for a set of goals:

Goal	Target Audience
Better career opportunities	Recruiters
Increase in sales	Current client network and potential clients
Grow your network and establish thought leadership	Industry colleagues

Online Assets For Personal Branding

Building a personal brand requires communicating an individual's values, attributes and strengths to their target audience. Therefore, one must build assets, both online and offline, in order to communicate one's personal brand vision statement.

Here are the various online assets that can be used for personal branding:

LinkedIn: This is one of the most widely used professional networks and is growing rapidly. Here are some guidelines for using this platform:
- **Professional headshot**: You should have a professional headshot as your profile picture.
- **Background photo**: It is a visual statement on your profile, grabs people's attention, and acts as a catalyst for engagement.
- **Creative headline**: Your headline should be such that it captures people's attention and showcases your qualities.
- **Summary**: This should be used to tell your life story and should not be left blank. This allows people to connect with you on a more humane and personal level.

- **Updated profile**: An unfilled profile reflects unprofessionalism and shows inactivity. You should, therefore, fill out your profile properly and regularly update it to reflect your current job and profile.
- **Skills and endorsements**: List out your skills and get endorsements as they help in verifying your skills since they come in from a third party.
- **Media and marketing collateral**: Share case studies and white papers to showcase the work you do. This adds an extra dimension to your profile.
- **Publishing platform**: This is one of the most important aspects of LinkedIn. It allows you to publish your thoughts and opinions via blogs and share them with your network. The more you publish, the higher are your chances of increasing your engagement and achieving your personal branding goals.
- **Engagement**: You should engage with the members of your target audience. Numerous other articles are published daily on LinkedIn that are in alignment with your personal branding efforts; these articles should also be leveraged for engagement purposes.
- **Recommendations**: These add credibility to your personal branding efforts and showcase key qualities to your target audience.

Facebook: This is more of a personal social network but has a large user base. Guidelines for using this platform are:
- **Privacy option**: This allows individuals to keep some of their content private and ensures that a user can control what is publicly visible. Individuals should share some personal information so that people can feel connected to them. They should, however, not share any unprofessional or inappropriate content.
- **Optimise visible areas**: Certain areas are visible to everyone, such as name, profile, display picture, cover photo, and the custom URL name. Hence, they should be optimised.
- **Link to other social profiles**: This allows people to move to your professional profiles.
- **Engagement**: Similar to that on LinkedIn, individuals should engage with their target audience on Facebook through likes, shares and comments on articles.

Twitter: Guidelines for using this platform are:
- **Handle**: One should carefully choose a handle to make it look professional and not tacky.
- **Updated profile**: The profile should be regularly updated to showcase your likes, dislikes and your current profession.
- **Follow leaders**: You should closely follow different leaders so as to learn the tricks of the trade.
- **Create and curate content**: You can share snippets of your blogs and articles along with their links to ensure that people are being diverted towards the main articles. You can use trending hashtags to create engagement. You should tweet regularly, with a proper schedule.
- **Engagement**: You should engage with the people you follow and the ones who follow you. The more the engagement, the more visibility your personal brand gets.
- **Blogs**: Third-party blogs that receive a lot of traffic from your target audience should be targeted to publish articles. Articles published on such platforms help you build a thought leadership stance in the industry.

Offline Assets For Personal Branding

Offline assets for personal branding communication include:
1. Business cards:

GUIDELINES FOR BUSINESS CARD CREATION

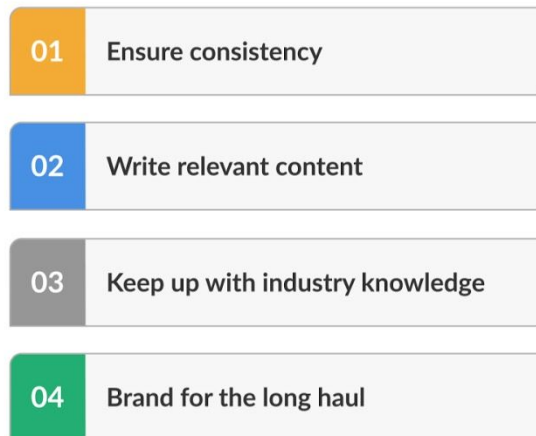| 01	Unique, creative, and original
02	Clear and visible font
03	Clarity in content
04	Carry at all times
05	Add social media profiles

2. Professional networking events:
   - Participation in relevant forums and networks helps you build face-to-face relationships with your target audience and expand your network.
   - Speaking slots at such events also add a lot of value. These provide an opportunity to speak before a new audience and demonstrate your expertise to them. Such events should be tracked on a regular basis, and you should reach out to the organisers in advance for speaking slots as they get filled very quickly.

Building And Maintaining Your Personal Brand

Building a personal brand is not just a one-off activity but requires considerable and continuous efforts. The steps that you need to follow in order to successfully build your personal brand are:

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STEPS FOR PERSONAL BRAND BUILDING

01	Ensure consistency
02	Write relevant content
03	Keep up with industry knowledge
04	Brand for the long haul

Summary

Monitoring Your Brand

This session will cover the importance of monitoring your personal brand and the best practices of doing so.

Importance Of Monitoring Your Personal Brand

Your personal brand portrays your personality, values and opinions. If your values are not being accurately portrayed on online platforms, it will have a negative effect on your personal brand and the achievement of your goals. People comprehend what they see and, therefore, monitoring the same becomes an important part of the entire personal branding process.

Large firms understand the importance of monitoring their brands, and this is reflected in their immediate responses to any queries or comments online. They ensure that they are available for their customers at all times and that nothing negative is being said or portrayed about the brands and their values.

Steps To Monitor Your Personal Brand

Monitoring a personal brand has two main aspects:
1. Keeping a constant check on what is being communicated about you
2. Responding to communications

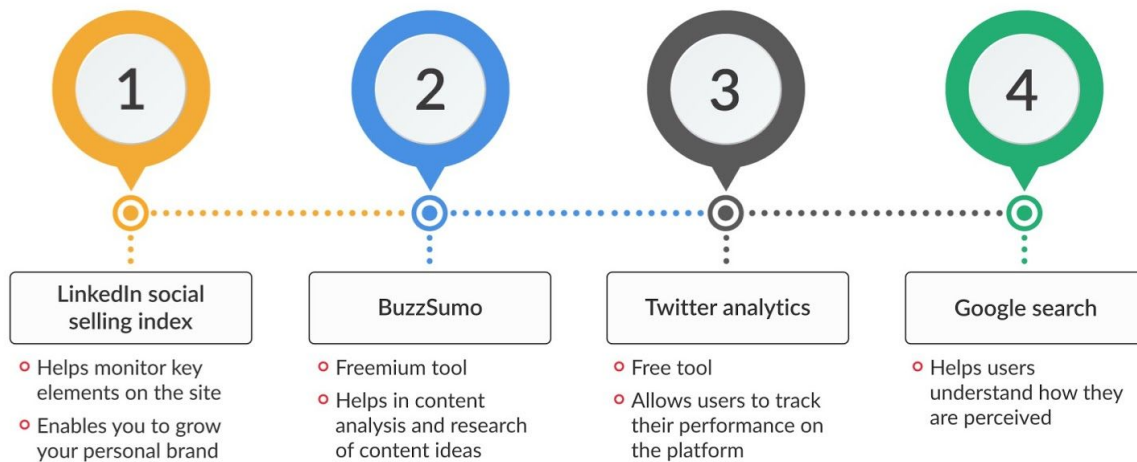Let's go through the two aspects, one by one:

1. **Keeping a check on what is being communicated about you**
The first step is to search for information about yourself on Google. The objective is to check what appears and to ensure that nothing inappropriate shows up. It is important to remember that the end objective is not to hide your real personality and showcase a false one, but to ensure that your online presence is consistent with your values and personal branding goals. Some tips to deal with inappropriate content that shows up on a Google search are:
- If you find anything objectionable, remove it.
- If a friend has posted something objectionable, ask him/her to remove it.
- If the content is in the control of a third-party platform, reach out to them to sort it out.

Apart from searching for information on yourself on Google, you should also thoroughly monitor your social media profiles. There are many tools available that can help you monitor your online presence and performance as far as building your personal brand online is concerned. Some of them are:

SOCIAL MEDIA PERFOMANCE-MONITORING TOOLS

1	2	3	4
LinkedIn social selling index	**BuzzSumo**	**Twitter analytics**	**Google search**
○ Helps monitor key elements on the site	○ Freemium tool	○ Free tool	○ Helps users understand how they are perceived
○ Enables you to grow your personal brand	○ Helps in content analysis and research of content ideas	○ Allows users to track their performance on the platform	

2. Responding to communication

You should keep a daily check on your blogs, posts, and any other forms of content, such as guest articles you have written, to ensure that you respond to people who may be trying to connect with you. Missing out on responding to such people can jeopardise your personal brand-building efforts and portray you as a non-responsive person.

Spend some time every day to check all communication that has taken place on your content. If a reply is required, you should ensure that you respond as soon as possible. Delays often increase the chances of losing out on the engagement opportunity.

Best Practices To Monitor Your Personal Brand

There are also certain other factors that must be kept in mind while responding and engaging with individuals on online platforms. Often, articles and posts receive negative feedback or comments. You should ensure that you stay calm and respond to such feedback professionally without instigating a fight. In order to avoid escalation, certain occasions may even require you to block repeat offenders. The key here is to ensure that you do not hurt your personal brand.

To conclude, monitoring your personal brand should not be treated as a one-off activity but rather a continuous and ongoing effort. There needs to be regularity and consistency in building, maintaining, and monitoring your personal brand.

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