



# PERSONAL VISIBILITY AND BRANDING

# OUR STORY



Botlab is a tech firm based in Nairobi, Kenya. We offer bespoke technology-based trainings to organizations and data science solutions as a service to clients.

We are part of Cisco Edge Program, Shetrades by ITC and UKAID, Safaricom WIB.

# OUR AIM



We aim at accelerating the uptake of technology in African organizations by empowering business leaders and owners, techies with precise, detailed and global practices that can catapult the digitization of their firms. As we build communities that enhance knowledge sharing and peer learning.

# OUR SDGs



We aim to up skill employees and youth in Africa to meet global technological talent demands as we achieve SDG8 and SDG 9

Our aim is to become the best technology partner for customized and offered training programs by bringing in industry relevant needs that keep up with both local and global needs.

# WHAT WE DO.

Our Data science consultancy core areas:

- Data analysis and visualization,
- Data strategy,
- Data protection and privacy,
- Data storytelling.



# OUR AWARDS



1. Botlab ***represented Kenya*** in the biggest Asian conference and exhibition – Japan IT week, 2019 – Big Data and Cloud Computing.
2. We have won the following awards;
  - ***Most outstanding firm*** 2019 by East Africa comm, May 2019- Kenya.
  - International Telecom Union (ITU) ***Global SME Award- Social impact finalist***- 2019- Hungary.
  - ***Semi -Finalist-*** Standard chartered women in Technology 2018



# PERSONAL VISIBILITY AND BRANDING

# Key Questions

- Who are you?
- What do you do?
- Why does your work matter?
- What contribution or impact are you making?



# Brand Characteristics

Do a personal audit

- Key traits and Skills
- Technology Platforms
- What do people know you for?



# Profiles

- Resume
- Technology peers profile
- Speaker profile



# Soft skills on demand

- Creativity
- Persuasion
- Collaboration
- Adaptability
- Versatile

# Profile *Continuation*

- Be intentional on the content you curate on your professional profile.
- Be intentional on who you follow on professional sites ( Tip; follow majority of people working in your core field eg. Data scientist in Kenya as a search term)
- Have a look at job descriptions of the jobs you envision to apply for, and build your CV with intention
- Generalists tend to suffer. Explore specializations that are a good fit for you.
- You don't have to be in a technical career, with your background, explore other related fields.
- Research on startups that you can give value to as a career head start, and pitch to them.
- Overcome imposter syndrome

# Technical skills on demand

- Cloud computing
- Artificial Intelligence
- Analytical reasoning
- People management
- UX Design

# How to build visibility

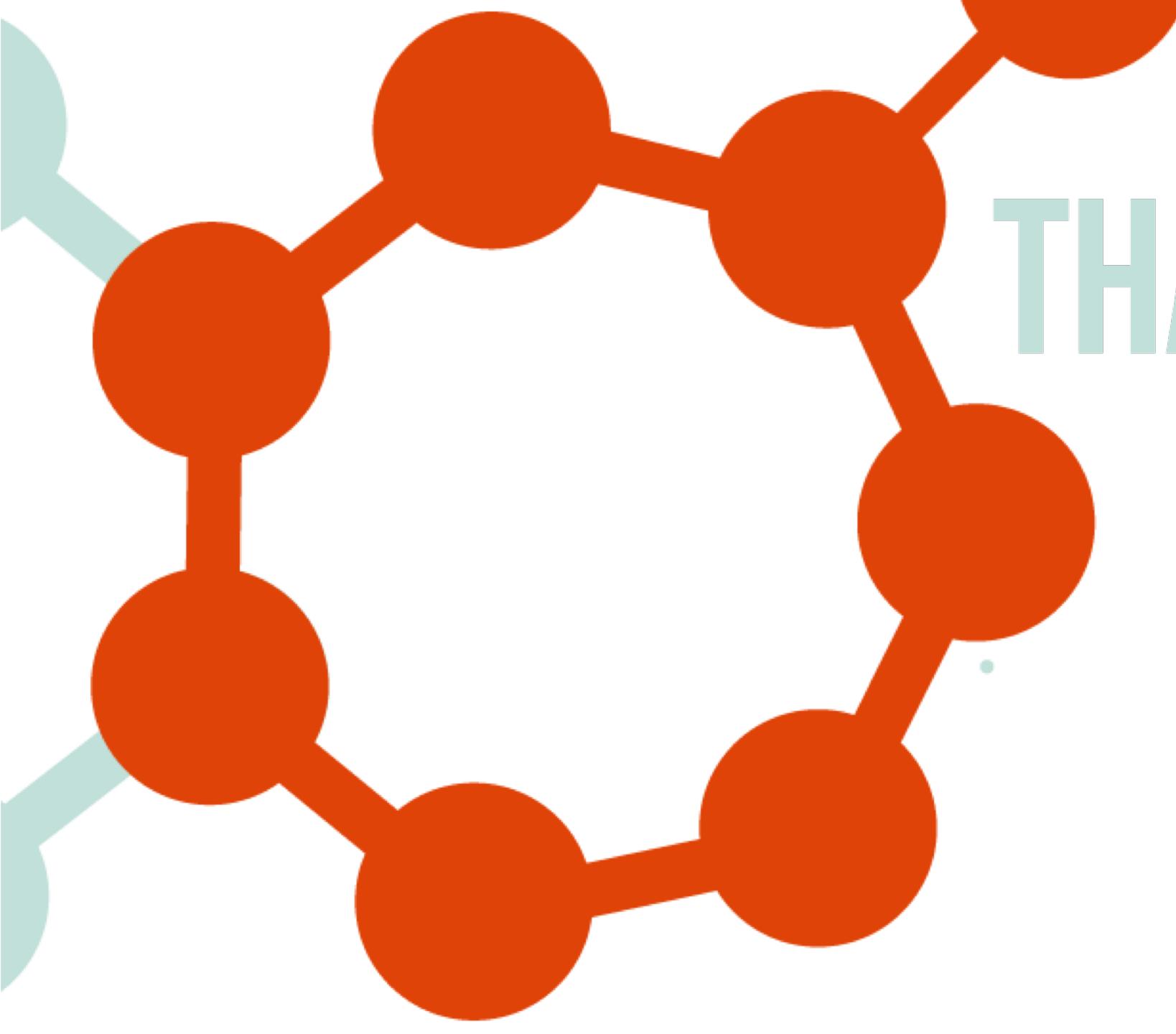
- Toot your horn- Talk about your achievements
- Write/speak more
- Curate content using different channels
- Connect with like minded people
- Post frequently
- Share your authentic voice
- Add rich media to increase engagement
- Attend relevant events
- Be visible in technology related forums

# Resources

- Proposal and pitching value proposition: <https://www.linkedin.com/pulse/how-get-yes-effective-pitching-corporates-mercy-njue/>
- Rock your LinkedIn Profile: [https://www.youtube.com/watch?v=u1YoxkFF0-A&feature=youtu.be&mc\\_cid=d73d9f144d&mc\\_eid=a971caeab2&fbclid=IwAR1Oqs\\_WDyNP9ECGg\\_pKCZexKTG6a60-dqbYDJOVmbpyQye\\_3o36PFHx20o](https://www.youtube.com/watch?v=u1YoxkFF0-A&feature=youtu.be&mc_cid=d73d9f144d&mc_eid=a971caeab2&fbclid=IwAR1Oqs_WDyNP9ECGg_pKCZexKTG6a60-dqbYDJOVmbpyQye_3o36PFHx20o)
- Overcome Imposter syndrome: <https://medium.com/@mkawira2010/the-imposter-syndrome-steps-to-overcome-it-by-equals-fellow-2019-f782c749235>
- Other articles can be found on our blog: <https://botlab.biz/blog/>

Personality tests:

- Myers Brigg- <https://www.16personalities.com/free-personality-test>
- Strengths finder: <https://www.gallup.com/cliftonstrengths/en/strengthsfinder.aspx>



# THANK YOU

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