**Personal Branding Project**

**Prof. Fisher**

**Brand Management**

Managing the branding efforts of others has been the focus all term, however you have all heard of the need to brand yourself to find success in the job market.

However, branding yourself is easier said than done. You need to be focused and concise in your messaging… sure… but how?

Personal branding is of particular importance for those just starting out, making a career move, and those that wish to move to really stand out from the crowd. Stated more simply… it is important to brand yourself when you have little experience to define who you are to others… and it is also important to brand yourself when you dislike being labeled by others. Crafting your brand enables you to exert control over your identity. Your conception of who you are is likely to be a manifold of ideas and projections of how you wish to be known by others. The challenge lies in realizing that much of your career success lies not with individual achievement, but rather with how others view you. Furthermore, this challenge is compounded by the fact that while you are the most important person in your life, you intermittently enter the lives of others and are not nearly as important to them as they are to themselves.

Writing about you is difficult.

You need to confidently project your skills and experiences, but also display a degree of humility such that others want to be associated with you.

Arrogance and ignorance go hand in hand.

This short project is aimed at helping develop your own brand mantra and mission statement… not simply the theory of its merits, but actually doing it.

This project can help you concise develop the image of you are that you wish to promote. Done properly, it can help you with cover letters and interview questions.

This exercise is intended to give you a simple starting point to building your own brand.

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| --- | --- | --- | --- |
| Theme: If your personal brand were a… | Item Representing Your Personal Brand | 3 Adjectives you Would Use To Describe It: | Your FINAL selected adjective that most resonates with WHO YOU are: |
| Car | Rolls-Royce | Coolest Luxury  Interior Gallery  Privacy Suite | Coolest Luxury |
| Music Genre | Classical Music | Reduce Stress Level  Boost Memory  Improve Productivity | Reduce Stress Level |
| Dessert | Ladoo | Perfect Sweet  Healthy  Varieties | Healthy |
| Book | Wings of Fire: An Autobiography | Inspirational Fiction  The Importance of Family  Biography | Inspirational Fiction |

**Brand Mantra:**

Use the adjectives to focus your thinking about whom you want to present yourself as.

The final selected adjective for each row should help you develop a more concise sense of identity. The resulting clarity should help you in selecting jobs to apply for, crafting cover letters, and practicing responses to interview questions.

**Now… write your own brand mantra:**

**YOUR TALENTS:**

a. “Reflect on your life and identify at least seven occasions that you recall as *high points* or *peak experiences*. (It doesn’t matter how old you were when these high points occurred.) These are memories of times that gave you a great sense of pleasure or achievement. They are highly *meaningful* for you. List them in the spaces below. Take them from different areas of your life, including your childhood, education, work, and leisure pursuits.

1. Rescuing the animal from Chennai flood

2.Turn into Vegan from Non- Vegetarian

 3. Open my own Vegan Startup Company

 4.When I got my drivers License

 5. When I purchased my own luxury car

 6.Getting admitted in Hult International Business School

 7. When I got my USA Visa

 If you recall more than seven high points, write the extra ones down too. The more high points you have on the sheet of paper in front of you, the easier it will be to identify themes emerging from them.

Be careful not to select events just because you consider them socially acceptable or likely to impress others. Choose those that are meaningful for *you*.

b. For each high point, ask yourself:

* Which talents was I using and enjoyed using the most?

-- Good Decision Making Ability.

* With what kind of people?

--Kindhearted, Business and Polite.

* In what type of situation?

--In Business, Group Meeting.

 c. Now list your talents, starting with those that give you the most energy when you use them.

1. Kindhearted

2. Decision Oriented

3. Supportive

4. Measure my effectiveness

5. Calm Listener

6. Quick Grasping

7. Multitasker

Write down any common themes in your high points.

**YOUR VALUES**

Write down the names of all the people you admire most, in the space below. Include friends and neighbors, close or distant members of your family, world leaders, authors, artists, sportspeople, media personalities, colleagues, and so on. Include the living and the dead. You can also include fictional characters, from television, film, or literature. Write down as many as possible ­ aim for at least 20.

Name

1. Swami Vivekananda
2. A. P. J. Abdul Kalam
3. MS. Dhoni
4. Barack Obama
5. Atal Bihari Vajpayee
6. Ratan Tata
7. Bill Gates
8. Dhirubhai Ambani
9. Sachin Tendulkar
10. Virat Kohli
11. Shahrukh Khan
12. Cristiano Ronaldo
13. Warren Buffett
14. Narendra Modi
15. Dalai Lama
16. Elon Mask
17. Lionel Messai
18. Taylor Swift
19. Kamala Harris
20. Angelina Jolie

Now write down all the attributes you admire about each person, next to that person’s name. Attributes can range anywhere from confidence, beauty, good company, enthusiasm, putting their family first, sincere, healthy lifestyle, kindness, etc.

1. **Swami Vivekananda:** Purity, Patience and Equality.
2. **A. P. J. Abdul Kalam:** Hardwork, Positive Attitude and Humble

**3. MS. Dhoni:** Staying Calm , Beaing Team Player

**4.** **Barack Obama:** Visionary, Courageous and fearless and Positive Influencer

**5. Atal Bihari Vajpayee:** Purpose to Struggle, Succession Planning and never ever give up

**6. Ratan Tata:** Visionary Leader, Humility and Risk Taker

**7. Bill Gates:** Smart Work, Result Oriented

**8. Dhirubhai Ambani:** Faith in his team, Risk Taker and Humidity

**9. Sachin Tendulkar:** Descipline, Brutal Focus

**10. Virat Kohli:** Never Ever Give Up, Dedication Self Belief

**11. Shahrukh Khan:** Humble Guy, Loyalty and Don’t Afraid from Failures

**12. Cristiano Ronaldo:** Hyper-Competitive, Confident and Talent

**13. Warren Buffett:** Integrity, Intelligence and Energy

**14. Narendra Modi:** Public Speaking, Discipline and Determination

**15. Dalai Lama:** Visionary, Proactive and Highly Sympathetic

**16. Elon Mask:** Focused and Great Team Leader

**17. Lionel Messai:** Score High Quality Goals, Great Speed and Consistency

**18. Taylor Swift:** Strong Social Skills, Motivator and Hard Worker

**19. Kamala Harris:** Leadership Personality and Hard Worker

**20. Angelina Jolie:** Ambitious and Kindness

Themes will occur and you will see attributes you admire written in different ways. Identify the ones that resonate most with you and write down your top 5, starting with the most important to you. These qualities will reflect your values.

1. Hardwork

2. Don’t Afraid from Failures

3. Courageous and fearless

4. Focused

5. Kindness

The next step is to ask around and find out the things you cannot stop doing, even when you are not being paid. Write those down

-- Freelancer

-- Cooking Food

-- Upgrade Skill

-- Reading Books

Write down the themes you see from the list of things you cannot stop doing.

-- I would like to work as a freelancer.

-- I would like to cook food and take care of animal.

Once you are done with this exercise, it should help you have a more focused sense of your purpose/mission statement.

**Now… write your purpose/mission statement. Make it concise… and not too “flowery” with words that seem empty. You goal here is to have a concise purpose statement that conveys that you know who you are and what you want… when you are done, ask yourself if it sounds authentic (run it by a friend and ask them how it sounds).**

My objective to join the business analytics is to updrade my skillset in insights in order to make impact in Indian business industry and become a market leader & develop firms and business to increase my portfolio with smart Investments & brtter strategies. I plan to build robust network and utilise them in future options in various business fields from finance, networking and C- level management are my key points.

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**SELF-REFLECTION WORKSHEET**

*“You can’t really know where you’re going, until you know WHO you are.”*

**Self-awareness** is the foundation on which development is built, both personally and professionally and is a guiding principle to managing your career. Self-knowledge can be defined as having a clear and accurate perception of *who you are* – including your strengths, capabilities, skills, values, interests and motivations. Use your self-knowledge to identify jobs, careers and work environments that fit with who you are and let you use your talents, skills and interests to do your best work.

Expanding your self-awareness requires deep self-reflection with questions such as:

* “Who am I?”
* “How am I like others? How am I different?”
* “How am I special?
* “What are my goals”

This Self-Reflection Worksheet will aid you in identifying the following 3 key components:

**your skills, interests and values.** Complete each section on the following pages, including

the **Core Fundamental diagram** to put all the aspects of your assessment together.

**MY SKILLS**

**Step 1:** Rate your ability in every skill listed below from 1 to 3

1 being least competent, 2 = fairly competent and 3 = most competent).

**Step 2**: Select all “3” rated skills and highlight the three top skills.

1. Initiate, lead 3- Supervise, manage

2- Persuade, sell, recruit 1- Consult, advise

1- Negotiate, resolve conflicts 3- Connect people

**3- Heal, provide care to others** 2- Assess, evaluate, treat

2- Interview, draw out 2- Speak to groups

1- Teach, tutor or train 3- Solve problems

3- Communicate well, in person 2-Study, observe

2- Communicate well, in writing 2- Develop, improve

2- Convey warmth and empathy 2- Attentive to detail

2- Examine, inspect, compare 2- Counsel, guide, mentor

3- Work with numbers, compute 2- Entertain, perform, act

**3- Manage people** **3- Motivate**

2- Coordinate 1- Instruct

2- Organize, classify 2-Research

2- Plan 1- Analyze

2- Visualize 1- Create, invent, innovate

2- Design, use artistic abilities 1- Compile, keep records,file,retrieve

2- Project management 2- Program management

2- Accounting 1-Programming/coding

2-Social Media Tools 1-Graphic design tools

1- Control, expedite things 1- Brainstorm

Other skills not mentioned above:

**MY VALUES**:

**Step 1:** Read each value and decide how important each value is to you, as it relates to the work environment. *Rate each value on a scale of one to three with 1 = Least Important, 2 = Somewhat Important and 3 = Most Important.*

**Step 2**: Review the “Always Important” values and *highlight your top 3 values.*

1. Variety and change at work  
   3- Be an expert  
   1- Work on the frontiers of knowledge  
   **3- Help others  
   3- Help society**  
   3- Experience adventure/excitement   
   1- Take risks/have physical challenges  
   3- Feel respected for your work  
   1- Compete with others  
   1- Have lots of public contact  
   2- Influence others  
   2- Engage in precision work  
   2- Gain a sense of achievement  
   2- Opportunities to express your creativity

3- Work for a good cause

2- Have control/power/authority   
 1-Travel often  
 2- Be rewarded monetarily  
 2- Be an entrepreneur  
 3- Work as a team  
 2- Work in a fast-paced environment  
 2- Have regular work hours  
 2- Set your own hours/have flexibility  
 3- Be wealthy

**3- Have prestige or social status**

3- Have intellectual status

3- Have recognition through awards/honors/bonuses  
 2- Location of workplace  
 3- Work in an aesthetically pleasing environment

2- Work remotely

**MY INTERESTS:**

List all the things you really like to do – anything that makes you feel good and gives you satisfaction. For ideas, think back over your day, your week, the seasons of the year, places, people, work, courses, roles, leisure time, family, etc. These areas do not have to be work related. Think of how you spend your free time.

\* Think about the books you read, the magazines you subscribe to, the blogs or articles you read.

\* Think about knowledge you’ve built up simply because you’re interested in a particular area.

\* Think about the volunteer work you do—what are the types of activities you volunteer for.

\* Think about your hobbies—are there one or two in which you dedicate a lot of time to or have become so involved that you’ve built up a lot of expertise/information in those areas?

\* What are things you find yourself doing often and enjoying, even though you don’t have to?

\* What interests or activities would you like to explore more if you had the time?

**Step 1:** **Write down 10-15 interests you have.**

1. freelancer
2. Enjoy adventure travel
3. Cooking
4. Yoga
5. Enjoy fantasy sports
6. Read self-improvement books
7. Help other
8. Learn new language
9. Learn how to invest your money
10. Go to Concerts
11. Volunteer
12. Learn photography
13. Community service
14. Develop coding skill
15. Making or listening to music

**Step 2: Narrow the list down to 3 interests that you might want to apply to your choice of career.**

1. Read self-improvement books
2. Learn how to invest your money
3. Develop coding language

**MY CORE FUNDAMENTALS**

*Input your top 3 Interests, Skills, Values, in the circles below.*

**Skills**

*Your skills here:*

1. **Heal, provide care to others**
2. **Motivate**

**3- Manage people**

**Values**

*Your values here:*

1. **Help others**
2. **Help society**
3. **Have prestige or social status**

**Interests**

*Your interests here:*

1. **Read self-improvement books**
2. **Learn how to invest your money**
3. **Develop coding language**

**Great Job!**

You’re now further along in understanding

what makes you tick.

# Personal Impact Reflection Essay

When I was back in India and started my own start up Vegan ice cream company. I strive to promote a meritorious work culture that promotes and encourages praise-worthy and innovative ideas and exercises. Enchanted Ice Creams is a vegan ice cream company, the first of its kind in India. We have started the company from scratch and every strategy has been meticulously planned and implemented. The market is highly competitive but even with my engineering background, I have been able to impact the company’s growth and standing positively. Enchanted Ice Creams is all set to become a household name for those looking for high-quality dairy-free ice creams.

It's critical for me to be aware of the difficulties as they arise as I move to a new place in order to rediscover myself and advance my skills. I'm taking on new adventures that are pushing me forward and allowing me to function as a guiding force for myself that could take me to success, despite language difficulties, variations in work cultures and settings, and learning how the clients work and conduct business dealings. I put my best foot forward with my high degree of proficiency and genuine curiosity in learning new ones.

It is said that “authenticity begins with self-awareness: knowing who you are—your values, emotions, and competencies” (Rosh & Offermann, 2013). I've come to understand that I have a charismatic personality and am skilled at relating to others throughout the years. In addition, I frequently consider issues like "Why do people buy the things they do?" and "What shapes and influences consumer purchasing decisions? These qualities result in the skill set and profession of a marketing manager, which I aim to have in the near future. When I start in this industry, I want to work as a showrunner since they are“professionals who combine creative inspiration with production know-how” (Elsbach, 2003, p. 2). In order to engage my audience in my creative process, I must be able to persuade them.I'll be able to do this through improving my communication skills during the course.

In order to succeed in my chosen career as a marketing manager, I must develop people management abilities including collaboration and communication. But if I can't effectively lead myself, how can I expect to lead my team? Therefore, I will adhere to five guiding principles: working hard, keeping up a healthy lifestyle, telling the truth, taking ownership of my actions, and having fun. Mr.Ndiaye underlined the importance of living a "balanced existence" during our chat. I'm confident that after completing my education and following the five principles, I'll use wise money management and critical thinking to lead a well-balanced existence.

It is important to understand that “it's not what you do, it's how you do your job and why” (Craig & Snook, 2014, p. 4). I'll make sure that my actions speak louder than my words once the training is done. I'll come up with a plan, pick some goals, and work tirelessly to achieve them.

***Hult Alumni Details:***

Mr Mouhamet Ndiaye.

Grad Year 2020

International Business & Business Analytics

[Mouhamet121@gmail.com](mailto:Mouhamet121@gmail.com)

<https://www.linkedin.com/in/mouhametndiaye22>

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