Building your brand

Answers

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 –

Narendra Modi

He is the Prime Minister of India. He is the second most followed political leader on Twitter due to his brand character and traits, which adds to his popularity. He is a very captivating speaker and always dresses the part – so is always well turned out for every occasion. He is very self-confident and believes in his ‘mission’ for life (to amplify India). He is playful in his communication style which endears and engages people. He is not concerned with the material world, more completing his mission and cause. He is charismatic and radiates power and authority. He is a very practiced and strong communicator, which he spent a lot of time training himself to do. He also speaks in simplistic terms to engage people on his wavelength. He balances his personal traits well by being kind yet aggressive, and humble yet fierce. He is a friend to his country and supports the youth of the country as well. He is a man full of humility and he respects everyone around him. He manages his time really well to maximise his productivity (for example travelling at night, so as not to lose working time the next day). He is also a family man and is often seen playing with children

Person Two –

Michelle Obama

She is most known as the wife of the former president of the USA however, she was an accomplished and respected lawyer prior to that. She has always been driven and ambitious. She is smart, confident, articulate and fearless. She has always supported diversity. She is committed to social issues. She is very determined to make a difference to other people, by using her power to influence positive outcomes. She is very passionate about what she believes in and inspires others through her warmth, humility, humour and authentic behaviour. She is decisive, determined and fearless in the pursuit of what matters to her. She focuses on the positive opportunities, whilst still acknowledging the difficulties. She is very personable. She acts with integrity.

Person Three –

Li Ka-shing

He is the chairman of CK Hutchinson Holdings. He is a peacemaker by nature as he intuitively knows what people want or feel, and can be extremely diplomatic and tactful. He is patient and cooperative and works well with groups and creates harmony among diverse opinions. He directs difficult situations towards his own goal. He is sensitive and perceptive. He is also a successful entrepreneur which is a skill he learnt very early on in his life. He has donated billions of US Dollars to charity due to his upbringing and sense of wanting to give back. His generosity is inspiring. He is very motivated and focused. He is a successful leader who plans for the future. He creates a fine balance of optimism and pessimism whilst remaining humble.

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

1. Authenticity
2. Calmness
3. Decisiveness
4. Perseverance
5. Honesty
6. Integrity
7. Sensitivity
8. Team-oriented
9. Passionate

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

* Use the SMART goals framework covered in an earlier task and commit to specific actions to develop and demonstrate your personal brand attributes
* Say yes to opportunities where you can demonstrate your brand in action
* Network to increase your visibility and build your personal brand
* Share your voice with influencers
* Ensure your look and style (both in person and in print) reflects your personal brand