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.

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, which gives him a genuine and authentic appeal to others. Above all, he is very inspirational and inspires and encourages everyone with his speeches.

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 –

Ratan Tata

Ratan Tata is one of India’s most prominent business and philanthropic leaders. He headed the Tata Group, a Mumbai-based global conglomerate with family roots extending to the 19th century, from 1991 to 2012, when he stepped down to become chairman of Tata Trusts. The Tata founders bequeathed most of their personal wealth to the many trusts they created for the greater good of India and its people. Today, the Tata Trusts control 66 percent of the shares of Tata Sons, the Tata holding company. Ratan Tata earned a bachelor of architecture degree from Cornell University in 1962 and began his career with the Tata Group on the shop floor of Telco (now Tata Motors, which owns Jaguar and Land Rover) and Tata Steel, where he shoveled limestone and was a team member in the blast furnaces. In the following conversation, Ratan Tata talks about his approach to philanthropy with Rohit Menezes and Soumitra Pandey, partners at The Bridgespan Group.

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

Ideally you would have identified between five and eight. These are the attributes you

want to be known for – that others will recognise and use to describe you. These will

form your reputation in the workplace. Your personal brand will also help those

assessing you, to determine if they should hire you, promote you, work with you or do business with you.

Some of these attributes may include those that you already naturally have, and some

that you want to develop further.

Your values can be your guiding principles for identifying the personal brand attributes

you consider important – things like; authenticity, being the best in the field, agility,

calmness, challenge, decisiveness, perseverance, drive, honesty, integrity, pragmatism,

sensitivity, innovative, team-oriented, collaborative, passionate.

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