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 –**Satya Nadella**

**One of the greatest personalities and CEO of Microsoft. The personal brand attribute which I attribute about him is his passion of working with all type of people, and to distinguish on the basis of their birth place or cast, nether any other type of discrimination while working with them.**

Person Two – **Ayush**

**One of the most responsible people every meet and the most decent man. A man who never breaks your trust and a person on which you can always really on. I admire his way of treating every person and also his personality.**

Person Three – **Jathin Shah**

**The most hard-working man ever known. A person for which work comes always at the first place. I admire his vision of working harder and also his sprite and dedication which he shows to his work.**

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

**The list of personal brand attributes which I want to develop for myself is as stated below:**

**-The sight of Satya Nadella for looking every person with the same vision and not have any type of bias thoughts.**

**-The personality of Ayush for treating every one with courteys and delivering the same amount of respect for everyone.**

**-The vision and dedication of Jathin Shah for doing more and more work and giving my maximum throughput to my company and my work.**

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

**To live my personal brand attributes, I have to follow all the people mentioned above and have to develop and evolve myself to build my personal brand attribute. For building a personal brand attribute person should have a mentor or a vision of himself that what things have to be added into their personality and what changes are required in them if a person identifies them then that person can build his own brand attribute in no time. The most important step from making a personal brand attribute is to learn from other as well as to learn from past mistakes, we should always remember that no person is perfect and so we should always focus on the good side of any person and no the other side them.**