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.

My Dad Prakash Raut :

He is my father. I am always following him and adapting his habits of smart working.

He is a very popular driver at OLA cabs. His time management and financial management skills are noteworthy. He is very much calm, focused and hard working dad. He always cares his members and has the responsibility of 7 family members.

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 balances his personal traits well by being kind yet aggressive, and humble yet fierce.

Person One –

Ola Cab Driver Prakash Raut :

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communicator, which he spent a lot of time training himself to do.

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Person Two –

# **Dhoni** is a right-handed batsman. He inspires me due to his captain cool behaviour. He is known as the greatest captain of all time, having achieved more success than any other captain in the history of cricket. Mahi along with his consistency is also known for being versatile. **He** carries with him experience of playing in all formats of cricket. Moreover, he is an all rounder, an expert wicket keeper, explosive right handed batsman and at times a responsible medium paced bowler.

Person Three –

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.

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

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