



Lesson Objectives	 Develop personal brand  Develop global mindset				
Learning Points	<p><b>1. Develop personal brand:</b></p> <ul style="list-style-type: none"> <li>Effective personal branding can (1) differentiate you from your competitors; (2) create that first impression that sets you apart; (3) build trust with people before they know you.</li> <li>The 3 W's are basic components of your personal brand - Who are you, What are your key strengths and skills, and Why do you do what you do?</li> <li>The 3 V's articulate your personal brand – Visual (dressing and body language); Vocal (your voice and how you speak. Practise on VMock); Virtual (online presence). Ensure the branding is authentic and consistent across all social media platforms.</li> </ul> <p><b>2. Develop global mindset:</b></p> <ul style="list-style-type: none"> <li>3 steps: (1) Recognise preferences and appreciate differences; (2) Recognise culture-based behaviours and adapt accordingly; (3) Be curious and appreciate diversity.</li> <li>Possible platforms include exchange programmes, internships, overseas volunteer work, participate in multi-national project teams, and learn a foreign language.</li> <li>Demonstrate global perspectives in an interview, by asking and addressing these questions: (1) What is the local market gap? (2) What are the regional market opportunities? (3) What are the global opportunities in large consumer markets? (4) How do we adapt to local conditions and regulations? (5) How will global trends, regulations and technology affect us in the long run?</li> </ul>				
Resources	<p><b>Hyperlinks to useful resources:</b></p> <table border="1"> <tr> <td><a href="#">NUS Career+ App</a></td> <td><a href="#">VMock</a></td> </tr> <tr> <td><a href="#">CFG Future-ready Index self-assessment</a></td> <td></td> </tr> </table>	<a href="#">NUS Career+ App</a>	<a href="#">VMock</a>	<a href="#">CFG Future-ready Index self-assessment</a>	
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