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.

1. Bill Gates
2. Andrew Ng
3. Sundar Pichai

Person One –

Bill Gates

“Co-founder of Microsoft”

William Henry Gates III is an American business magnate, software developer, investor, and philanthropist. He is best known as the co-founder of Microsoft Corporation

Bill Gates is a technologist, business leader, and philanthropist. He grew up in Seattle, Washington, with an amazing and supportive family who encouraged his interest in computers at an early age. He dropped out of college to start Microsoft with his childhood friend Paul Allen.

He married Melinda French in 1994 and they have three children. Today, Bill and Melinda Gates co-chair the charitable foundation bearing their names and are working together to give their wealth back to society. Bill grew up in Seattle with his two sisters.

His dad, William H. Gates II, is a Seattle attorney and one of the co-chairs of the Bill & Melinda Gates Foundation. His late mother, Mary Gates, was a schoolteacher, University of Washington regent, and chairwoman of United Way International.

Person Two –

Andrew Ng

CEO/Founder Landing AI; Co-founder, Coursera; Adjunct Professor, Stanford University; formerly Chief Scientist,Baidu and founding lead of Google Brain

Andrew Ng is Co-founder of Coursera, and an Adjunct Professor of Computer Science at Stanford University. His machine learning course is the MOOC that had led to the founding of Coursera!

In 2011, he led the development of Stanford University’s main MOOC (Massive Open Online Courses) platform and also taught an online Machine Learning class to over 100,000 students, thus helping launch the MOOC movement and also leading to the founding of Coursera.

Ng also works on machine learning, with an emphasis on deep learning. He had founded and led the “Google Brain” project, which developed massive-scale deep learning algorithms. This resulted in the famous “Google cat” result, in which a massive neural network with 1 billion parameters learned from unlabeled YouTube videos to detect cats. Until recently, he led Baidu's ~1300 person AI Group, which developed technologies in deep learning, speech, computer vision, NLP, and other areas.

Person Three –

Sundar Pichai

Pichai Sundararajan, also known as Sundar Pichai, is an Indian-American business executive, the chief executive officer of Alphabet Inc. and its subsidiary Google LLC. Pichai began his career as a materials engineer and joined Google as a management executive in 2004

Following a short stint at the management consulting firm McKinsey & Co., Pichai joined Google in 2004 as the head of product management and development. He initially worked on the Google Toolbar, which enabled those using the Microsoft Internet Explorer and Mozilla Firefox Web browsers to easily access the Google search engine. Over the next few years, he was directly involved in the development of Google’s own browser, Chrome, which was released to the public in 2008.

it came as no surprise to industry insiders that Pichai was named CEO of Google, which was reorganized as a subsidiary. In December 2019 he also was named CEO of Alphabet, replacing Page, who stepped down.

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

Authenticity

Calmness

Decisiveness

Perseverance

Honesty

Integrity

Sensitivity

Team-oriented

Passionate

Knowledge

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