Building your brand

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 – Steve Jobs

His personal brand defined all his actions. It was about the relentless pursuit of excellence. ...

He didn't care about making money. He cared about something bigger.

Person Two – Elon Musk

His commitment to accountability gives people a reason to trust him even when things do go wrong. That trust creates a strong connection between Musk and his audience. It's a crucial part of the brand he's built and the story that he's showing.

Person Three – Bill Gates

**1. Impeccable pattern recognition.**

## 2. Faith in themselves and in their founding teams.

## 3. High risk tolerance.

## 4. Preference for horizontal or vertical integration.

## 5. Stubbornness to pursue a passion.

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.