



Generasi GIGIH 3.0: Webinar Career Readiness

Crafting Your Personal Brand: Unleashing Your Potential

 Thursday, 27 July 2023

 18.30 - 20.30 WIB

(Open Gate Starting From 18.15 WIB)

Hosted by



Moderator

Robert Darmawan

Performance Management
GOTO Financial



Aristiwiidya Bramantika

Head of GoTo Impact Lab



Dwi Kartika Sari

XL Axiata Future Leaders
Program Leader

Mari Temukan Potensi Pembawa Perubahan Indonesia!



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FEB

 Lembaga
Demografi

Tahukah kamu bahwa semua orang bisa membuat perubahan positif?

Sayangnya, tidak semua sadar akan potensi tersebut.

GoTo Impact Lab sedang merancang alat penilaian identifikasi potensi diri untuk membawa perubahan. Ambil bagianmu dengan mengisi survei di bit.ly/SurveiGIL

Dengan berpartisipasi, kamu turut membantu melahirkan lebih banyak inovasi untuk masalah sosial dan lingkungan.

Psst... 30 responden terpilih akan mendapatkan GoPay Rp. 50.000, apakah kamu salah satunya?

GoTo Impact Lab adalah divisi riset dari GoTo Impact Foundation yang bertujuan untuk memahami dan membangun sistem pembuatan dampak, serta mengukur kesuksesan dampak.

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Ice Breaking

Let's Have FUN!



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Introduction to Personal Branding



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Establishing Personal Brand

How do you know
if you have a
strong & positive personal brand?
What would be a good metric?

How do you know if you have a **strong & positive personal brand?** What would be a good metric?

known by many people OR being talked about positively
present in many events and conferences OR really able to solve problems effectively
get many likes OR get many referrals
high flyer OR high Net Promoter Score (NPS)

How it's useful when

To get an interview.

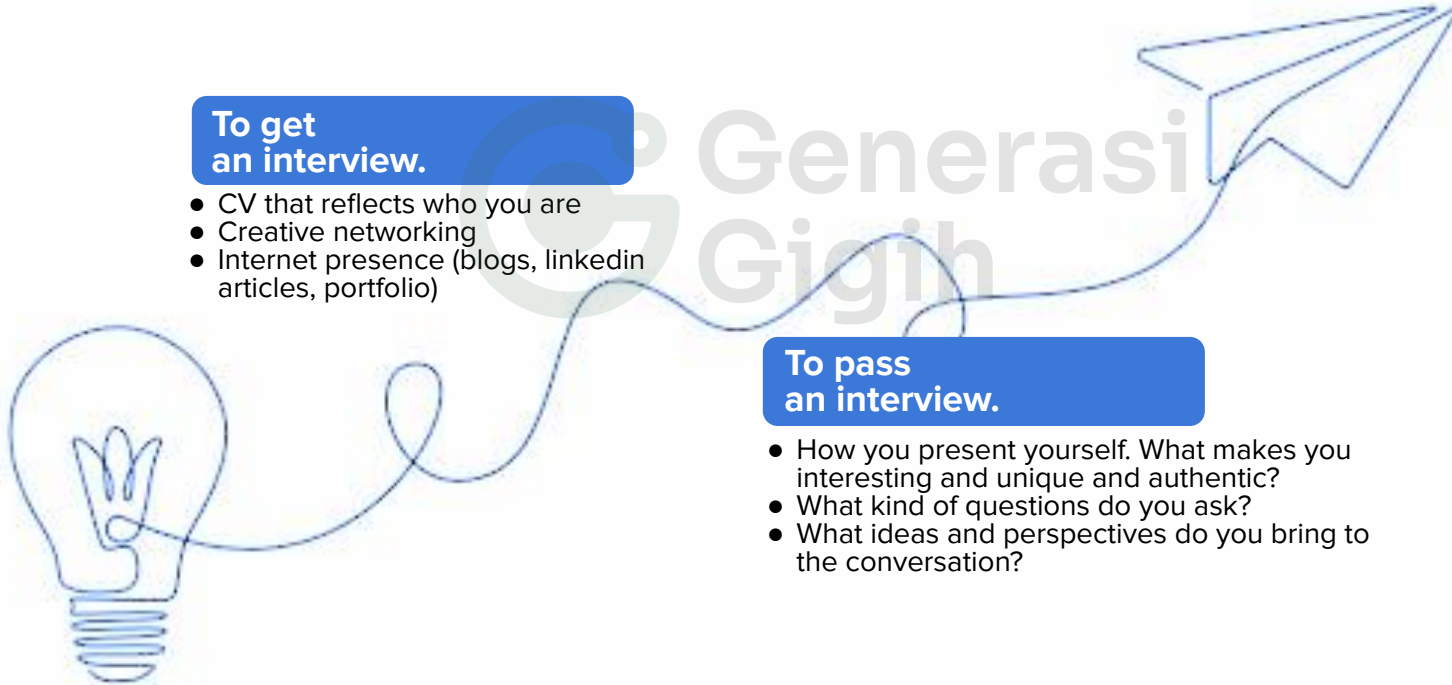
- CV that reflects who you are
- Creative networking
- Internet presence (blogs, linkedin articles, portfolio)

To pass an interview.

- How you present yourself. What makes you interesting and unique and authentic?
- What kind of questions do you ask?
- What ideas and perspectives do you bring to the conversation?

To be a valuable asset for the team.

- What value and behavior do you consistently show?
- How do you make the team better?
- Are you a multiplier or a diminisher?



Who you are.

Values, What you stand for.

Your communication and behaviors.

How you carry yourself.
Choice of words.
How you handle difficult situations.

How you add value.

Ideas, perspective.
Expertise.
Energy, cohesion.

How you are remembered.

Personal Brand is ultimately about Authenticity & Consistency

Personal Branding Identity Canvas by @aristiwidya

1. Who am I?

Values & Principles

- What are my top 3 values?
- What are 3 things do I stand for?
- What bothers me?

2. What drives me to do great things?

Motivation

Reflect on moments where you break barriers and excel.

3. What am I really good at?

Expertise

4. What can I do that other people may not be able to?

Differentiating Factor, UVP

5. How do I make other people and the team better?

Multiplier Effect

6. What am I known for?

Reputation

Ask others:

- 3 words that describe me
- When I am there, one can ensure that ____

Collect testimonials from people. Put em here.

7. How do I want to be remembered?

Legacy

If there was 1 sentence put in your tombstone, what would that be?

8. How can I show all of these in my habits, communication, interaction, work? *Consistency & Authenticity*

Personal Identity Canvas (an example)

1. Who am I?

Values & Principles

- Values: Creativity, Effectiveness, Excellence, Fun
- I stand for: humanizing human
- What bothers me: Zero effort, excuses, undermining something.

2. What drives me to do great things?

Motivation

Curiosity. There has got to be way to ...

3. What am I really good at?

Expertise

Facilitation, corporate culture, leadership development.

4. What can I do that other people may not be able to?

Differentiating Factor, UVP

Turning something abstract into something concrete.
Making something complex to something simple.
Balance of logic with social skills.

5. How do I make other people and the team better?

Multiplier Effect

According to people: I raise the bar for excellence, I help them to be more creative, and making work fun.

6. What am I known for?

Reputation

"Sunshine, glue"
"Cool mom, get shit done, lots of empathy, good listener, charming communicator, thoughtful and introspective thinker who is energized by the growth of self and others"
"Strategic thinker. Demonstrated by the questions you ask and the guide you provide to others to help clarify their thinking. Strong leadership skills combined with compassion, whereby you help others realize that."

7. How do I want to be remembered?

Legacy

"She brings out the light in others."

8. How can I show all of these in my habits, communication, interaction, work? Consistency & Authenticity

Example:

- Be really really good at giving feedback
- Leave something better than it was before
- Never say "I can't", but always "Let me figure this out."
- "Hmm, how can we make this even better?"

"We are made out of butterflies, stars and cotton candies here put on earth to discover our wings, glow and magic."

Was that useful for you?
If yes, tag me @goto.impact
please.

If not, you can tag me too.

But if you're busy and don't have time do it, I get it too.
I am one of those people who are too lazy to post things on
social media, so I get you. I can keep going with this message,
but I think I should stop. Now. Yes, now. Okay, don't mind me.
Stop reading please. Yes, stop.

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QnA Session



Go to Link

<https://s.id/QnA-Webinar-Public-GG3-1>



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