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.

**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.

To find out more about Michelle Obama’s personal brand, have a read of this article:

<https://www.sarifayounes.com/post/michelle-obama-the-former-first-lady-s-rise-to-personal-branding-expert>

**Li Ka-shing**

He is the chairman of CK Hutchinson Holdings. He is a peacemaker by nature as he

intuitively knows what people want or feel, and can be extremely diplomatic and tactful.

He is patient and cooperative and works well with groups and creates harmony among

diverse opinions. He directs difficult situations towards his own goal. He is sensitive and

perceptive. He is also a successful entrepreneur which is a skill he learnt very early on in

his life. He has donated billions of US Dollars to charity due to his upbringing and sense

of wanting to give back. His generosity is inspiring. He is very motivated and focused.

He is a successful leader who plans for the future. He creates a fine balance of optimism

and pessimism whilst remaining humble.

To find out more about Li Ka-shing’s personal brand, have a read of this article:

<https://richtopia.com/inspirational-people/li-ka-shing>

Justin Trudeau

The 47-year-old and his party have retained power but the celebrations are not as unbridled as they were in 2015, when this fresh-faced politician won a landslide. After that stunning rise to power, his first term and the realities of governing have taken the shine off his reputation as a beacon for the left. But a second term at the prime minister's residence, 24 Sussex Drive, marks another chapter in a remarkable life. When Justin Trudeau was just four months old, then-US President Richard Nixon predicted the infant would one day follow in his father's footsteps. At a gala dinner during a state visit to Ottawa in 1972, Mr. Nixon addressed his Canadian counterpart: "Tonight we'll dispense with the formalities. I'd like to toast the future prime minister of Canada: to Justin Pierre Trudeau. "According to CBC, the elder Trudeau responded that should his son ever lead the country, "I hope he has the grace and skill of the president. "While Mr. Nixon's political career, of course, ended in disgrace, Mr. Trudeau went on to dominate Canadian politics until the mid-1980s, provoking passionate and polarizing opinions. His first election in 1968 inspired a frenzied fandom among young voters that became known as "Trudeaumania". And his administration included many historic accomplishments like making both French and English the official languages of the federal government. Mr. Trudeau became more politically active following his father's death. He won the Liberal nomination in the Papineau riding in 2007 and became MP in 2008. Even at this early point he was seen as leadership material for the Liberal party. He was re-elected as MP in 2011.After declining to run for leadership of the Liberal party several times, Mr. Trudeau finally declared his intention to run in 2012. During the campaign, he was criticized by his opponents for his inexperience and lack of policy positions - the same line of attack used in this general election campaign - but won the position in a landslide in 2013.

To find more about him:

<https://www.bbc.com/news/world-us-canada-34576429>

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

My values can be my guiding principles for identifying the personal brand attributes. I consider important – things like; authenticity, being the best in the field, agility, calmness, challenge, decisiveness, perseverance, drive, honesty, integrity, pragmatism, sensitivity, innovative, team-oriented, collaborative, passionate. Consult a thesaurus to nail the exact words. For example, my brand attributes may include attributes such as these; collaborative, resilient, forward-focused, risk-taking, connected, international, visionary, diplomatic, intuitive, precise, enterprising, ethical, genuine, accessible.

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

• Saying yes to opportunities where I can demonstrate my brand in action

• Network to increase your visibility and build your personal brand

• Sharing my voice with influencers

• Ensuring my look and style (both in person and in print) reflects my personal brand

• Ensuring my online presence reflects the personal brand attributes I want to be

known for. Making adjustments where necessary. For example, consider the style, tone,

words, images reflected in my:

o CV

o LinkedIn profile

o Social media presence

o Personal blogs