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.

Narendra Modi

He is the Prime Minister of India. He is the second most followed political leader on

Twitter due to his brand character and traits, which adds to his popularity. He is a very

captivating speaker and always dresses the part – so is always well turned out for every

occasion. He is very self-confident and believes in his ‘mission’ for life (to amplify India).

He is playful in his communication style which endears and engages people. He is not

concerned with the material world, more completing his mission and cause. He is

charismatic and radiates power and authority. He is a very practiced and strong

communicator, which he spent a lot of time training himself to do. He also speaks in

simplistic terms to engage people on his wavelength. He balances his personal traits

well by being kind yet aggressive, and humble yet fierce. He is a friend to his country

and supports the youth of the country as well. He is a man full of humility and he

respects everyone around him. He manages his time really well to maximise his

productivity (for example travelling at night, so as not to lose working time the next

day). He is also a family man and is often seen playing with children, which gives him a

genuine and authentic appeal to others. Above all, he is very inspirational and inspires

and encourages everyone with his speeches.

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.

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.

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

The personal brand attributes that I would want to develop is self confidence, believing in ourselves, self motivating in the low times. Being able to solve every hurdle that comes by. Being humble and generous to all. Effective problem handling and problem solving capabilities.

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. For example, if

being collaborative is an attribute you want to develop, commit to a SMART goal

such as ‘By the end of next week I will research ‘how to be more collaborative at

work’ and commit to practising four actions during the next fortnight’.

• 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

• Ensure your online presence reflects the personal brand attributes you want to be

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

words, images reflected in your:

o CV

o LinkedIn profile – see some tips below and use this tool to guide you in

getting the most out of LinkedIn

o Social media presence

o Personal blogs