

The background features a large white circle in the center. To the left of the circle is a light blue rectangular area, and to the right is a light pink rectangular area. Below the white circle is a large, dark blue curved shape that fills the bottom half of the frame.

CAMPUS TO CORPORATE

INTRODUCTION

- Elements of personal branding
- First impression
- Etiquette , communication
- Body language , dressing

INTRODUCTION

Campus Life

- Assignment and Semesters
- Student Life
 - Live their own timings ,
 - Bunk classes
 - Skip lessons and still make their grades

Corporate Life

- Team Work and Deadline
- Corporate Life
 - expected to be on time
 - attend meetings
 - Take decisions



❖ ELEMENTS OF PERSONAL BRANDING

WHAT IT IS
WHY IT'S REQUIRED
HOW CAN DO THIS

WHAT IS PERSONAL BRANDING

- personal brand is the combinations of your skills , the values you present , and the impression you leave on others.

Why it's required

- Personal branding because it shapes how others perceive you , which can directly your career and networking opportunities.

❖ WHAT ARE THE ELEMENTS OF PERSONAL BRANDING

- Etiquette
- Communication
- Body Language
- Dressing and Grooming

❖ FIRST IMPRESSION

- You only have ONE opportunity to make a good first impression
- 85% of an individual's success is directly related to social skills of that person
- This impression can be based on your appearance , body language , tone of voice , and even the words you choose.

ETIQUETTE

- **Phone etiquette**

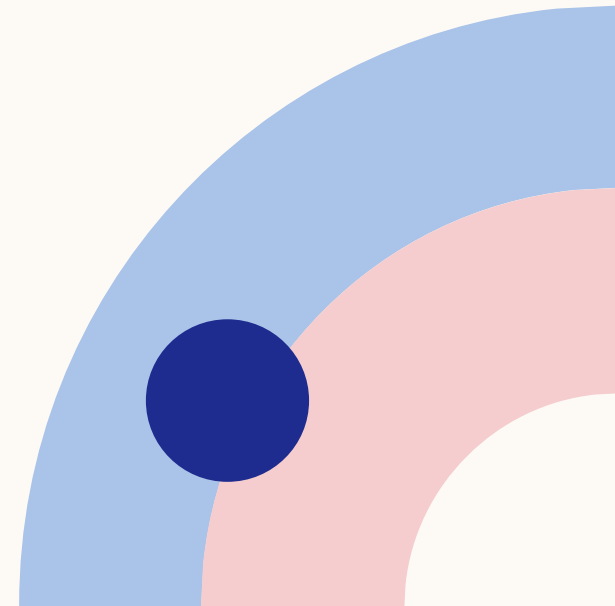
Identity of yourself at the beginning, Watch your tone, avoid Distractions.

- **Office etiquette**

Be punctual, Be respectful, greet everyone, set your phone silent, listen actively.

- **Email etiquette**

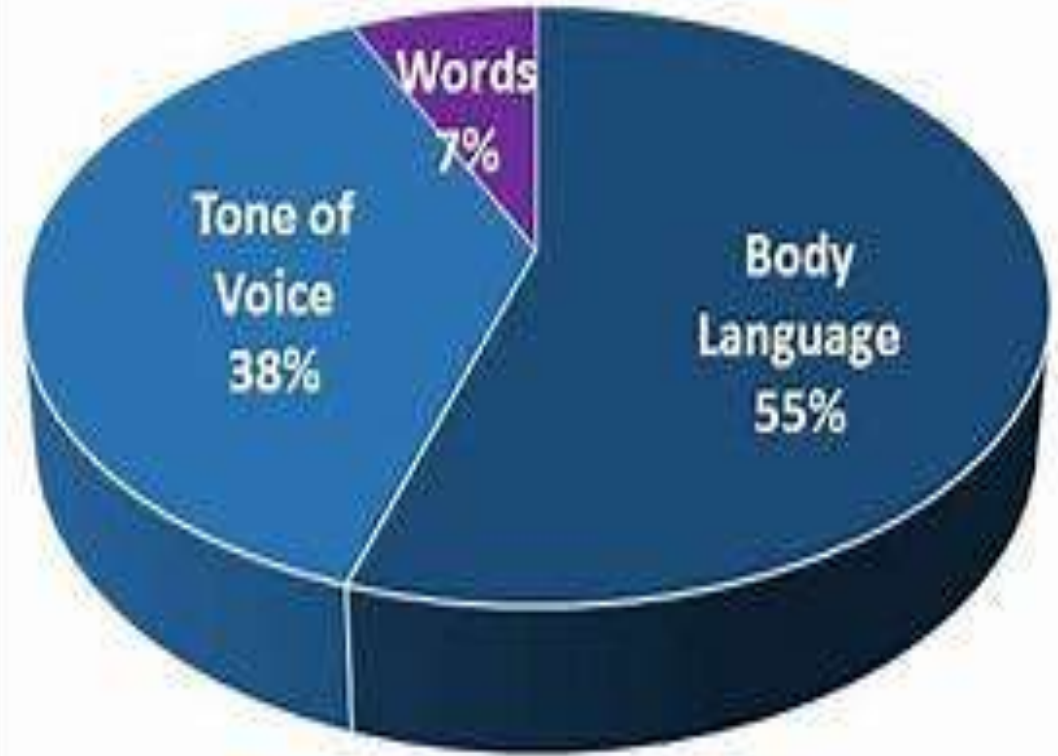
use standard formatting, clear subject line, professional greeting, don't use emoji.



COMMUNICATION

- Communication is the skill of sharing information, ideas, and feelings in clear way so that others understand exactly what you mean.
- Clarifies Your Message
- Builds Credibility and Trust
- Enhances Relationships
- Reflects Your Values and Personality

BODY LANGUAGE



DRESSING AND GROOMING

- It's refer to how you present yourself in terms of clothing cleanliness, and personal care, especially in a professional setting.
- **Dressing** : Wearing appropriate attire based on the occasion or workplace dress code
Builds Credibility and Trust
- **Grooming** : Maintaining good personal hygiene and a neat appearance. This includes clean hair, trimmed nails, fresh breath, and a clean, well-groomed look.



THANK YOU

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