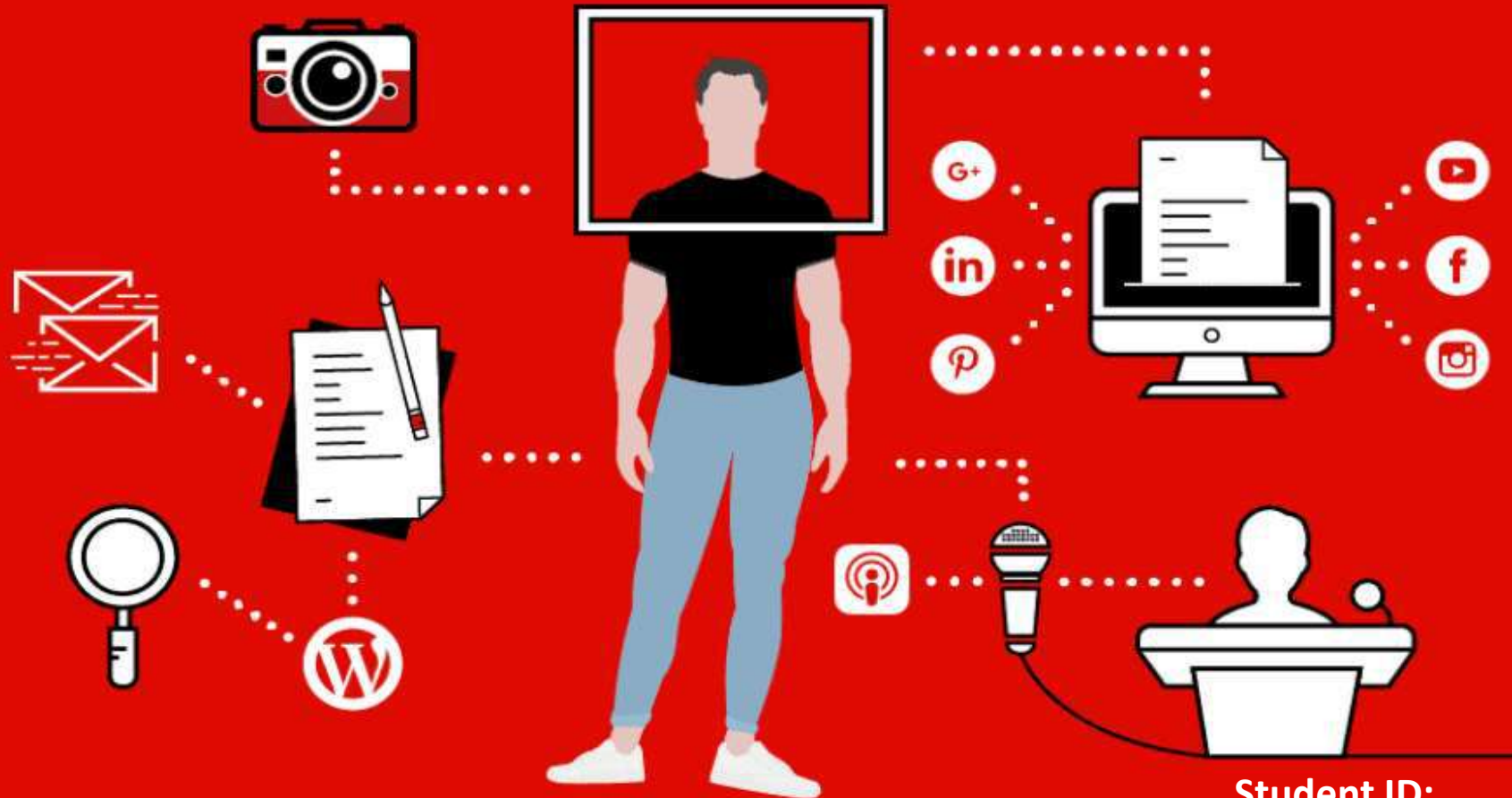


# Personal Branding: The Ultimate Guide (2025)

---

## Reflection and Strategy



Student ID:  
Marketing for Managers (2402)  
Brand Reflection

# Table of Content

- Introduction
  - What is Personal Branding
  - Key Elements of Personal Branding
  - My Brand Story (Self-Reflection)
  - Empathy Map
  - SWOT Analysis (Strengths and Weaknesses)
- SWOT Analysis (Opportunities and Weaknesses)
  - TOWS Matrix
  - SMART Objectives
  - Action Plan
  - Conclusion
  - References

# Introduction:

## Personal Branding: A Journey of Reflection

---

*"Your brand is your promise to the world."*

---

Reflection on branding.

- Application of SWOT, TOWS, and SMART Objectives.

---

A hook to captivate the audience

# What is Personal Branding?

“The practice of marketing oneself and one's career as a brand.”

Benefits:

Career advancement.

- Differentiation in a competitive market.

Operated under secrecy; claims went unvalidated.



# Key Elements Of A Personal Brand



# *My Brand Story*



Timeline or journey map:



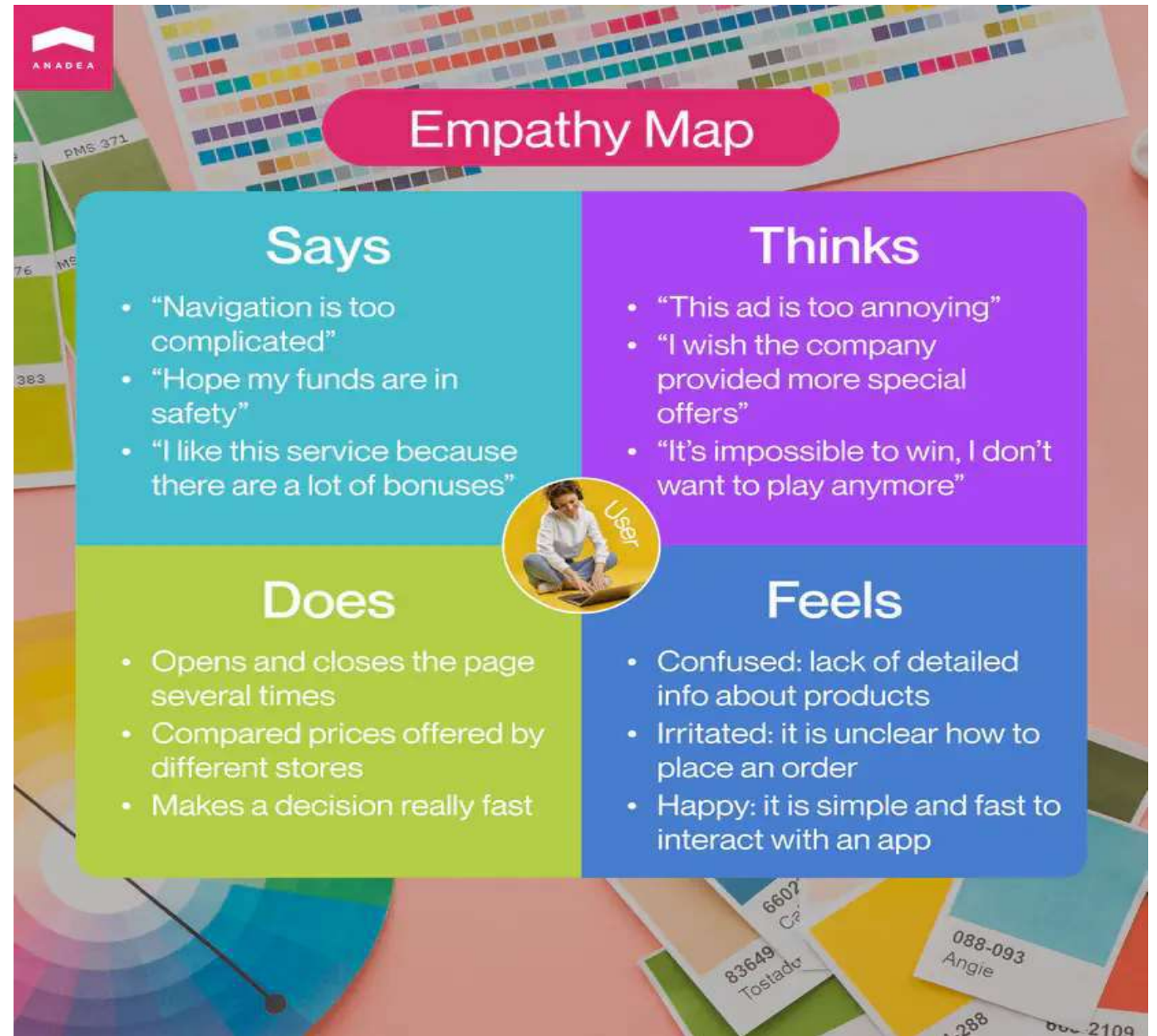
Key milestones (e.g.,  
education, first job, MBA  
decision)



“Who Am I?”



# Empathy Map: Understanding My Brand



# PERSONAL SWOT ANALYSIS

# S

# W

# O

# T



## Strengths

- Self-Awareness
- Unique Skills and Talents
- Adaptability
- Strong Work Ethic
- Networking and Relationship Building
- Passion and Enthusiasm



## Weaknesses

- Lack of Skills or Knowledge
- Procrastination and Time Management Issues
- Fear of Failure
- Difficulty in Accepting Feedback
- Lack of Networking Skills



## Opportunities

- Professional Networking and Connections
- Skill Development through Education and Training
- Emerging Trends and Technologies
- Increasing Globalization and Remote Work



## Threats

- Competition
- Technological Advancements
- Economic Instability
- Changing Social Dynamics
- Health Issues
- Lack of Support Networks

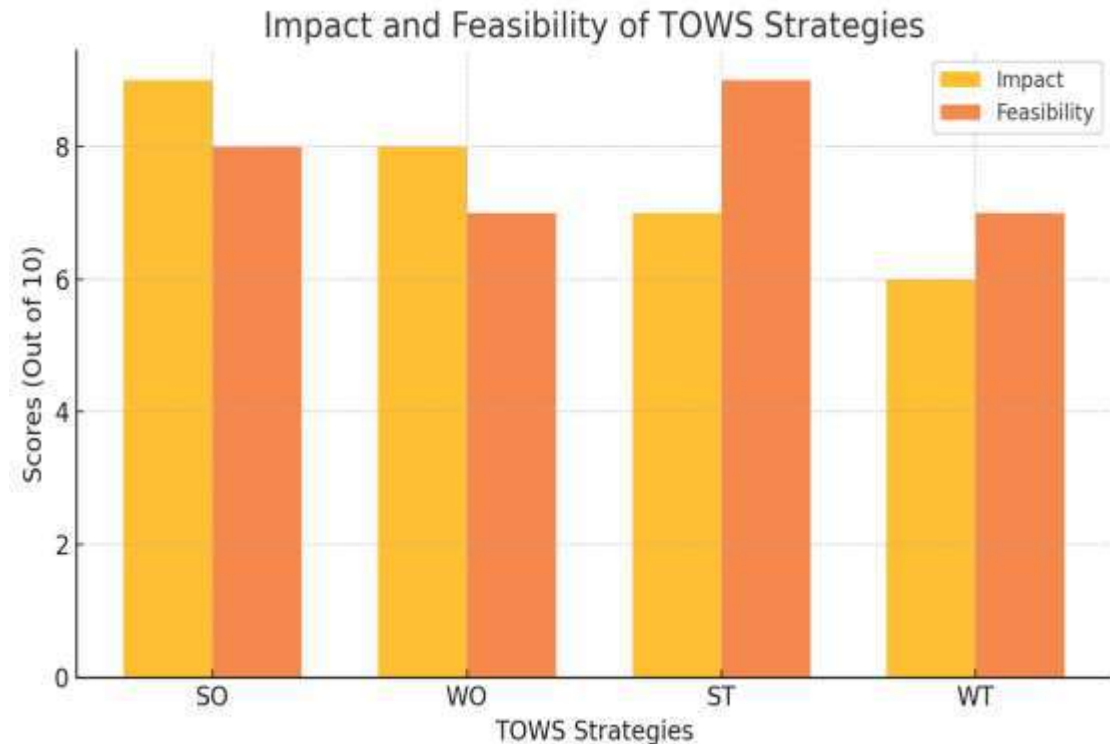




# TOWS: Turning Insights into Actions

A TOWS matrix with actionable strategies:

- **SO Strategy:** Use communication skills to expand professional network.
- **ST Strategy:** Mitigate competition by leveraging creativity for differentiation.
- **WO Strategy:** Enroll in data analytics courses to address skill gaps.
- **WT Strategy:** Develop time management strategies to overcome external pressures.



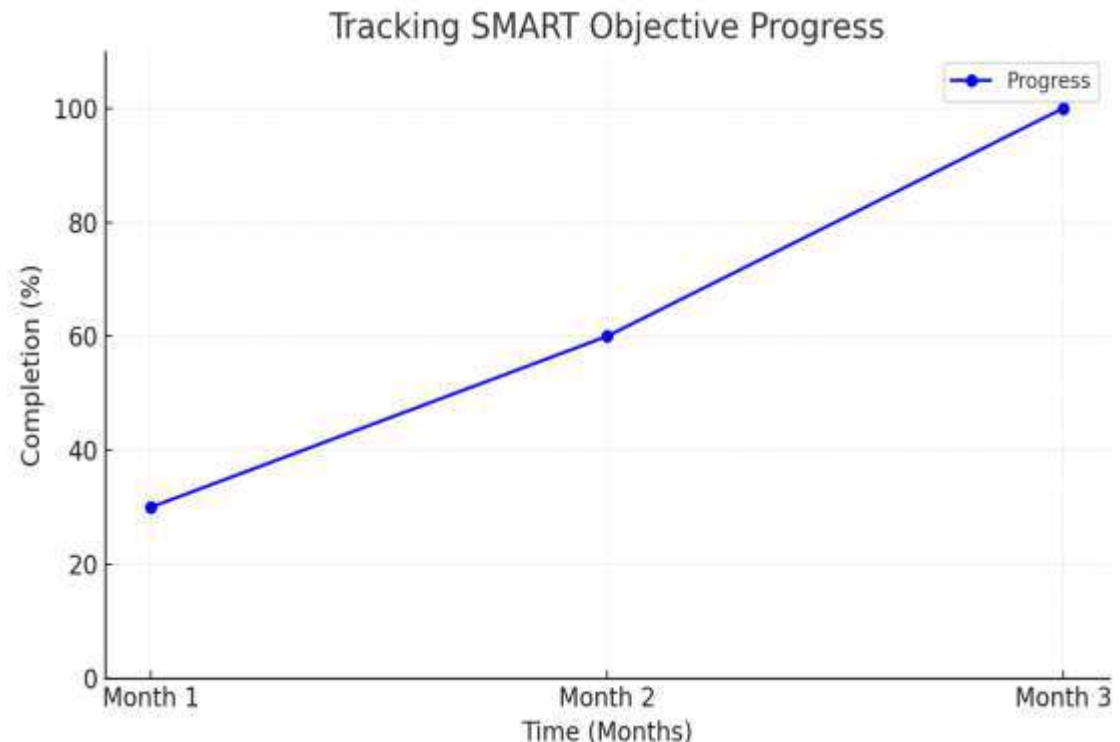
# SMART Objectives: A Personal Plan for Progress

<b>S</b>	<b>Specific</b>	Make your goal specific and narrow for more effective planning	
<b>M</b>	<b>Measurable</b>	Make sure your goal and progress are measurable	
<b>A</b>	<b>Achievable</b>	Make sure you can reasonably accomplish your goal within a certain time frame	
<b>R</b>	<b>Relevant</b>	Your goal should align with your values and long-term objectives	
<b>T</b>	<b>Time-based</b>	Set a realistic but ambitious end date to clarify task prioritization and increase motivation	

# Action Plan: Steps to Success

## A timeline or roadmap:

- Month 1: Enroll in a certification program.
- Month 2: Complete coursework and practice tests.
- Month 3: Apply learnings in a project or internship.





# Conclusion

## Brand Purpose and Future Vision

- My brand purpose statement:
- “To inspire and lead by driving strategic, innovative solutions that create value for businesses and communities.”
- Key takeaways from the presentation.

# References

1. Ceciis, 2024, *Innovative recruitment solutions: integrating AI and digital communication to improve job matching*, Proceedings of the CECIIS Conference, viewed 4 January 2025, [https://archive.ceciis.foi.hr/public/conferences/2024/StudentPresentation/3\\_Innovative\\_Recruitment\\_Solutions\\_Integrating\\_AI\\_and\\_Digital\\_Communication\\_to\\_Improve\\_Job\\_Matching.pdf](https://archive.ceciis.foi.hr/public/conferences/2024/StudentPresentation/3_Innovative_Recruitment_Solutions_Integrating_AI_and_Digital_Communication_to_Improve_Job_Matching.pdf).
2. Hans Publishing, 2024, *Customization model in influencer economy*, Hans Publishing, viewed 4 January 2025, <https://www.hanspub.org/journal/paperinformation?paperid=103301>.
3. Kalbisocio Journal, 2024, *Personal branding as a digital marketing strategy for Suara Kayu music streams*, Kalbisocio Journal of Business and Communication, viewed 4 January 2025, <http://ojs.kalbis.ac.id/index.php/kalbisocio/article/download/4358/1029>.
4. Jurnal Studi Komunikasi, 2024, *Islamic personal branding strategies in the 2024 local election in Central Aceh*, Jurnal Studi Komunikasi, viewed 4 January 2025, <https://ejournal.unitomo.ac.id/index.php/jsk/article/download/8992/4302>.
5. Communications in Humanities Research, 2024, *Analysis of the economic model of influencer marketing on social media: the case of Douyin*, Communications in Humanities Research, viewed 4 January 2025, <https://www.ewadirect.com/proceedings/chr/article/view/17661>.
6. Springer, 2024, *Technological strategies for personal branding on social media: Indonesian presidential candidates in the 2024 election*, Springer, viewed 4 January 2025, [https://link.springer.com/chapter/10.1007/978-3-031-73632-2\\_41](https://link.springer.com/chapter/10.1007/978-3-031-73632-2_41).
7. Poornaprajna International Journal, 2024, *Leveraging the alternative strategy of the “reverse placement model” for MBA curriculum design*, Poornaprajna International Journal, viewed 4 January 2025, <http://poornaprajnapublication.com/index.php/pijmess/article/download/49/41>.
8. International Journal of Marketing Communications, 2025, *The use of AI as a tool for marketing communication campaigns: applied study of Barbie selfie-generator*, International Journal of Marketing Communications, viewed 4 January 2025, <http://u3isjournal.isvouga.pt/index.php/ijmcm/article/download/904/435>.
9. Atlantis Press, 2024, *Mbak Ita's political communication strategy for building personal branding*, Atlantis Press, viewed 4 January 2025, <https://www.atlantispress.com/article/126006003.pdf>.
10. International Journal of Business and Technology, 2024, *Strategic brand equity management for SMEs: insights from a comprehensive literature review*, International Journal of Business and Technology, viewed 4 January 2025, <https://myjms.mohe.gov.my/index.php/ijbtm/article/download/28484/15996>.





**Thank you!**



# Any Question

---

