
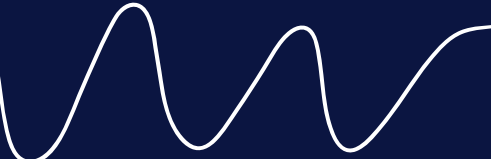


LEADERSHIP TRIBE



# PERSONAL BRANDING



Build a stronger personal brand to stand out  
and strengthen your professional reputation.

# BRAND AND ITS COMPONENTS

Brands stand for something beyond just products or services; they embody values, beliefs, and promises. A strong brand not only differentiates a business from its competitors but also builds trust and loyalty with customers and drives sustainability and long-term success.



## WHAT IS A BRAND

A brand is the accumulation of the functional and emotional value a product or service delivers.

### 4 COMPONENTS OF A BRAND

- 1 DEFINITION (What is it?)
- 2 FUNCTIONAL (What does it do?)
- 3 EMOTIONAL (What does it do for you?)
- 4 PROMISE (What does it do for your life?)

#### EXERCISE:

Think of a brand of your choice, use the listed 4 components as a template to describe the product, its functional and emotional value, and the promise it delivers.

### 4 ELEMENTS OF STRONG BRANDS

- 1 **DISTINCTIVE**  
Offers unique qualities or characteristics that make it easily recognisable and memorable.
- 2 **VISIBLE**  
Consistently presents and accessible across various channels.
- 3 **AUTHENTIC**  
Reflects its commitment to staying true to its values, mission, and promise.
- 4 **MEANINGFUL**  
Connects with audience on a deeper level, delivers value aligned with their beliefs and aspirations.

#### EXERCISE:

For the brand you had in mind, reflect on your knowledge / experience and summarise how distinctive, visible, authentic, and meaningful it is to you.

# PERSONAL BRANDING

## EXERCISE:

Take a moment and capture in writing: How would people describe you as an individual?  
or What do you think people would say about you when you are not in the room?

## PERSONAL BRAND

A personal brand is the unique and distinctive identity that an individual cultivates for themselves.

It encompasses 4 parts which are analogous to the 4 components of product branding.

### 4 COMPONENTS OF PERSONAL BRANDING

- 1 DESCRIPTORS: Who are you?
- 2 SKILLS: What do you do well?
- 3 APPROACH: How do you work?
- 4 MISSION: What's your desired impact?
- X Tips: Think about your UNFAIR advantage, this is what makes you unique, something that you can do but others can't easily replicate.

## EXERCISE:

Capture your personal brand onto the Personal Branding Worksheet. Just have a few bullet points on each component and move on to the next section to get a working draft put together.

Share your personal brand highlights with someone you know, get some feedback on what makes you unique.

# PERSONAL BRANDING WORKSHEET

Branding is an incredibly powerful tool to differentiate products & services in the marketplace. The same holds true with personal branding, the process of establishing & consistently reinforcing who you are and what you stand for.

Borrowing from trusted marketing frameworks, this form provides you with a structured way of considering what makes you unique. I hope this helps you build a strong personal brand and make the most of what you can offer this world.

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01

WHO ARE YOU?

(DESCRIPTORS)

- What professional titles classify "what you do?"
- With which industry do you associate yourself?
- What professional designations define you?
- Which demographic traits drive your identity?

02

WHAT DO YOU  
DO WELL?

(SKILLS)

- What are your top functional skills?
- What are your top technical skills?
- Which skills are you most proud of?
- In which areas have you excelled?

03

HOW DO YOU  
WORK?

(APPROACH)

- What are your transferrable, "soft" skills?
- How have people described your work style?
- How would you describe your personality?
- How do you want to be known?

04

WHAT WILL BE  
YOUR LEGACY?

(MISSION)

- What do you stand for?
- What lasting impact do you want to make?
- What's your professional mission?
- How do you want to be remembered?

# BENEFITS OF STRONG PERSONAL BRAND

Having a strong personal brand can offer several significant benefits:



## NOTE:

Investing in building a strong personal brand can yield numerous benefits, both professionally and personally.

It requires consistent effort, authenticity, and a clear understanding of your unique value proposition, and the rewards can be substantial.

# A GREAT PERSONAL BRAND IS 'BRAVE'



Personal branding is akin to corporate branding, allowing individuals to establish and consistently reinforce their identity and values.



A great personal brand embodies being BRAVE: Be Bold, Remembered, Authentic, Visible, and Excellent. By embodying these qualities, individuals can create a distinct personal brand that allows them to stand out and make a meaningful impact.

01

## BOLD

Stand up for what you believe in, even if it means breaking conventions or facing criticism.

02

## REMEMBERED

Strive to leave a lasting impression by identifying and amplifying one key aspect of yourself across all endeavours.

03

## AUTHENTIC

Be true to yourself and embrace your unique personality and worldview, as authenticity resonates with others.

04

## VISIBLE

- Market and express your personal brand through various channels to increase awareness and visibility.

05

## EXCELLENT

Focus on your strengths and strive for excellence, catering to a specific audience and delivering exceptional value to address their needs.

# BUILDING YOUR PERSONAL BRAND

Let's translate theory into action and look at practical steps to build and amplify your brand.

## 3 KEY PRINCIPLES FOR A ROBUST PERSONAL BRAND

By honing on key skills and communicating them clearly and relevantly, you'll enhance your brand's credibility and believability. To create a strong personal brand, remember the three S's: Selective, Specific, and Suitable.

### SELECTIVE

Highlight only key aspects of yourself to avoid diluting your brand. Focus on showcasing a few standout skills or traits that define your identity.

### SPECIFIC

Precision is key in communicating your skills. Clearly articulate your expertise in a particular domain, emphasizing clarity and depth in your messaging.

### SUITABLE

Ensure your brand message resonates with your target audience by tailoring it to their needs and preferences. Align your communication to suit their interests and expectations.

REMEMBER TO UTILIZE SOCIAL MEDIA PRESENCE, NETWORKING EFFORTS, AND JOB SEARCH MATERIALS TO REINFORCE AND AMPLIFY YOUR PERSONAL BRAND ACROSS ALL PROFESSIONAL INTERACTIONS.

## AMPLIFY YOUR PERSONAL BRAND ON SOCIAL MEDIA

Leveraging the power of social media platforms allows you to showcase your expertise, connect with like-minded individuals, build authentic relationships with audience, and ultimately strengthen your personal brand in today's digital landscape.

### EXERCISE:

Google yourself and see how you show up.

Take a screenshot.

### BRANDYOURSELF RESEARCH

- 1 Only 2% of people actually own their entire first page of Google.
- 2 Only half of people own their first result, which is the most important.
- 3 1 in 4 have no positive content at all on their first page to help their reputation.
- 4 15% have at least one negative result on their first page that damages their reputation.

A survey from Brand Yourself suggests that there is a predictable order that the social media platforms show up in based on at least the current Google algorithm:

### ORDER OF SOCIAL MEDIA

- 1 LinkedIn
- 2 Facebook
- 3 Twitter
- X Platforms like WordPress

### EXERCISE:

Think about strategies to enhance your personal brand through social media platforms (esp. LinkedIn, Facebook, and Twitter).

Integrate the four components of your personal brand discussed earlier: who you are, what you excel at, your work style, and your legacy.



## EXAMPLE: LINKEDIN

### Integrate Components of Personal Brand into LinkedIn Profile:

- 1 **Headline Descriptor**  
Use precise descriptors to create a headline reflecting job title, domain focus, and industry association.
- 2 **Skills Integration**  
Integrate skills into summary section and role details; selectively highlight skills to be known for.
- 3 **Approach**  
Utilize recommendations to highlight qualities; guide recommenders to focus on specific aspects of approach.
- 4 **Mission**  
Published related content using articles, interviews with thought leaders, conference talks. Customize background image to convey domain expertise or work focus.

#### EXERCISE:

List the action steps that you are going to implement for your LinkedIn (and other) profiles.

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### References and Useful Readings:

- <https://brandyourself.com/definitive-guide-to-personal-branding>
- <https://josephliu.co/brave-personal-branding/>
- <https://www.wsj.com/podcasts/as-we-work/your-boss-is-checking-your-social-media-its-not-as-scary-as-you-think/39795858-ee4b-4bc0-b2b5-1b2897de9f17>
- <https://www.linkedin.com/pulse/new-profile-tools-spotlight-your-top-skills-projects-rohan-rajiv-2e/>
- <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

# CONNECT WITH US



## Our Services

Leadership Tribe provide fully accredited Agile consulting, training and coaching services to empower individuals and businesses to design and implement innovative, pragmatic and sustainable changes. We advocate an Agile way of working with a focus on enabling performance improvement, building capability, and delivering measurable results.

## Our Differentiators

- Client Focus
- Empirical Learning & Innovation
- Global Presence and Network
- Renowned Trainers & Coaches
- Sheer Professionalism
- Experience, Knowledge & Strategic Insight
- Unparalleled Flexibility
- Customised Training
- Integrated Coaching Approach

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