


WHO DO YOU THINK YOU ARE?



The Importance of building your
Personal Brand

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Everything I had used to define myself
disappeared overnight

Although it was a crisis of sorts – it was probably the biggest opportunity of my
life...

So...

I went back to what I know
about great brands...

*“If your business is not a Brand
it’s a commodity.”* DONALD TRUMP





theres a world
of difference
between a
Brand & a
Label

Brand vs Label

Brand

Emotional value

Memorable

Asset

Trusted

Expectation of Quality

Embodies your POV

Label

A name

Not memorable

Waffly

Lacks confidence

Unprofessional

Expectation -Not so interesting!

*At the
brands
core . . .*

It's DNA

A set of 5-7 words that define everything






A Brand is a set of values, expectations & stories, that taken together, make up a unique memorable and inspiring personal story

Brand = Influence

A Brand is a Promise

A great Brand is a promise kept

The image features two dark silhouettes of hands shaking in a firm grip, set against a bright, cloudy sky. The hands are positioned in the center, with the fingers interlocked. The background is a soft, hazy blue and white, suggesting a bright, overcast day. The overall mood is one of agreement, trust, and partnership.

Brand = Trust

Why companies invest in brands – to grow Brand Equity...

6 KEY CONSTITUENTS




What you call
love was invented
by guys like me
◀ to sell nylons.
- Don Draper



Engage the place where
your head meets your heart

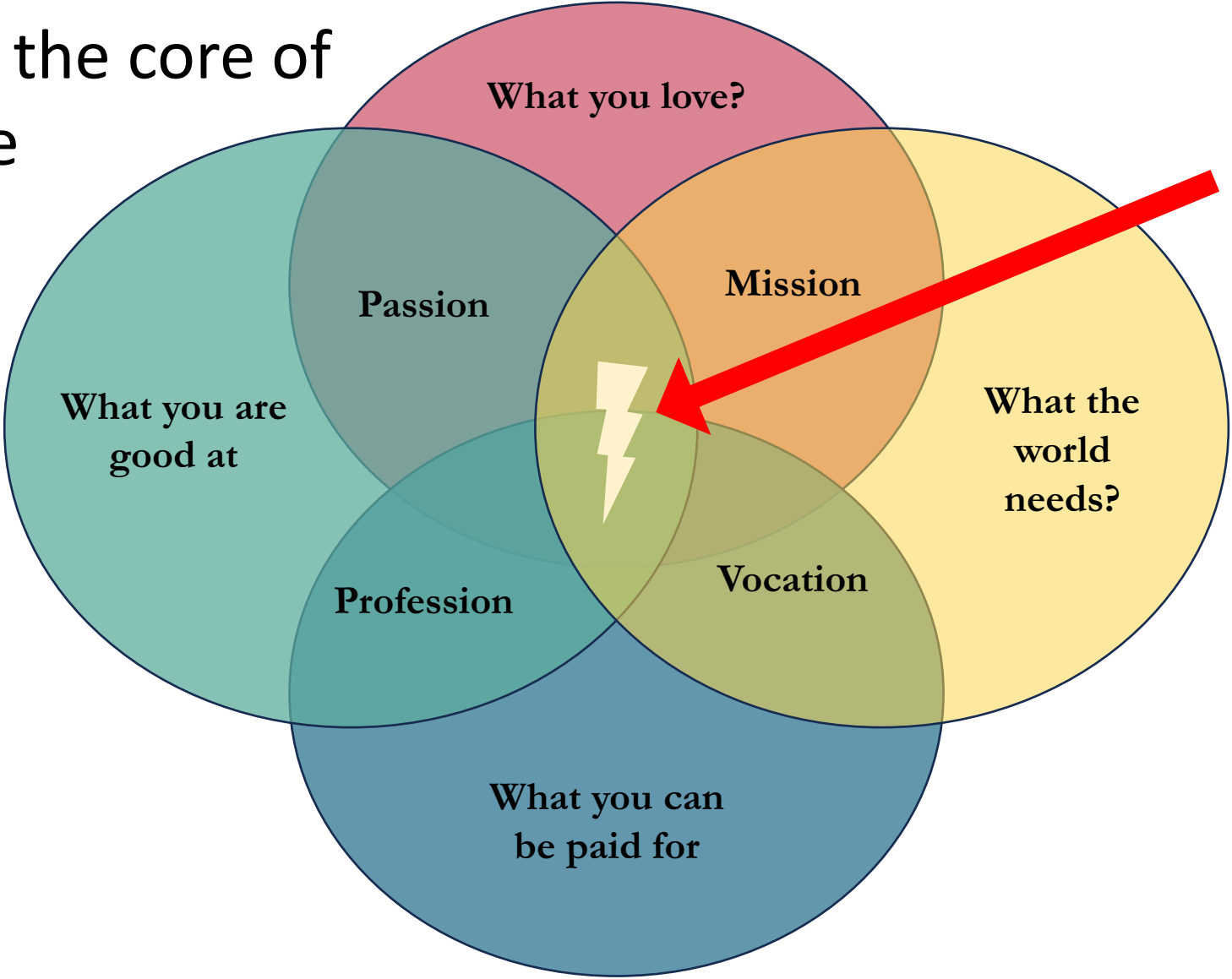


The background is a vibrant, abstract composition of various colors and patterns. It features large, organic shapes in shades of teal, orange, and yellow. These shapes are filled with different textures: some have a fine dot pattern, others have wavy lines, and some have a grid of small crosses. The overall aesthetic is modern and artistic.

So what does this mean for the
women in this room?

How can you start to define your personal brand?

1. What is at the core of your purpose



Based on the Japanese concept, Ikigai

WHY?

Because brand matters more than ever before

Uniqueness and individuality are prized

It connects you with your audience in a way that builds love

It connects your peers with each other

It becomes the basis of storytelling, social strategies and communication

It is an asset that you own and that grows in value overtime given the right conditions

From a business point of view it drives multiple opportunities, is a powerful asset and runs through every facet of your life



What are the 5-7 words that define you?

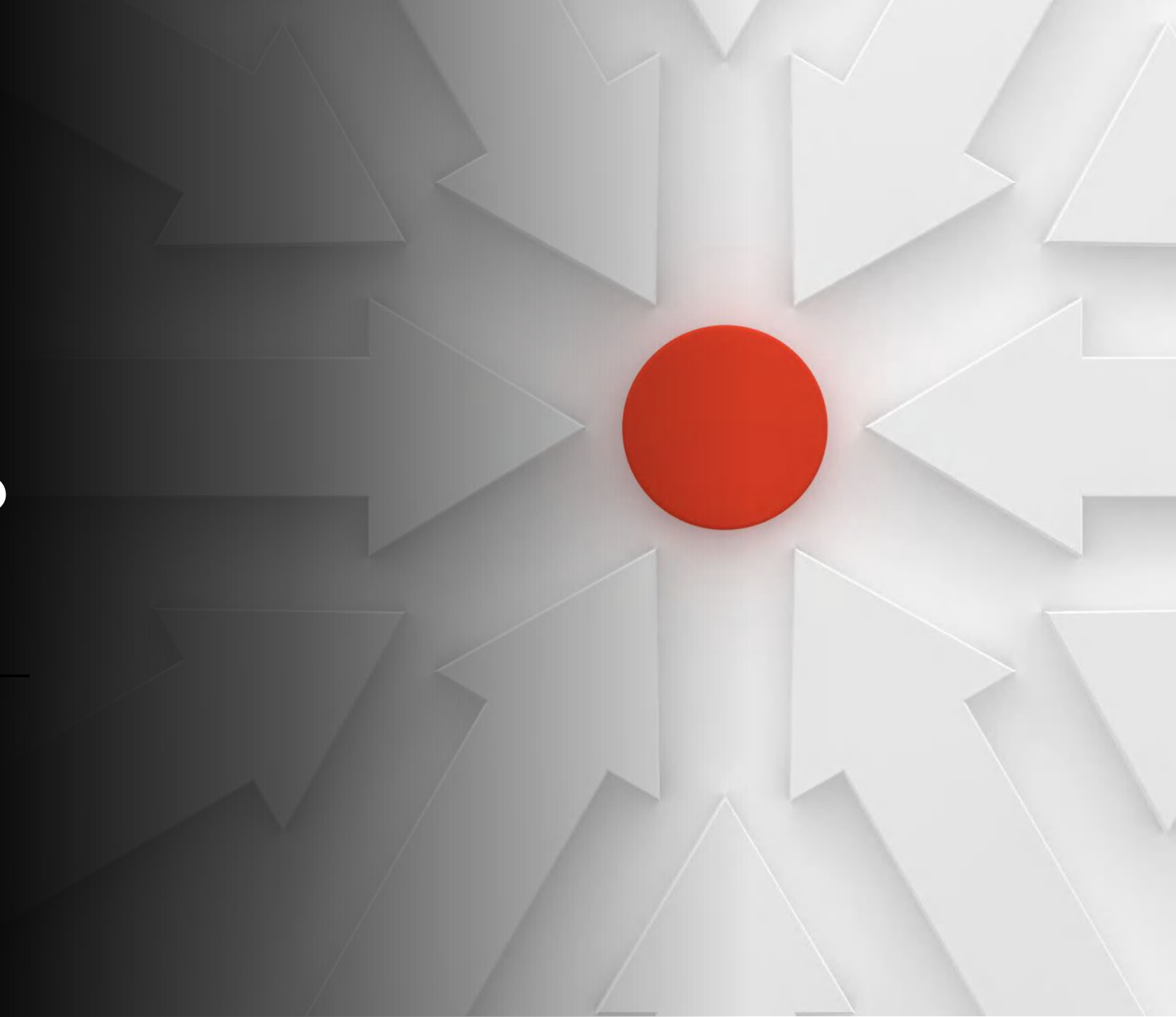


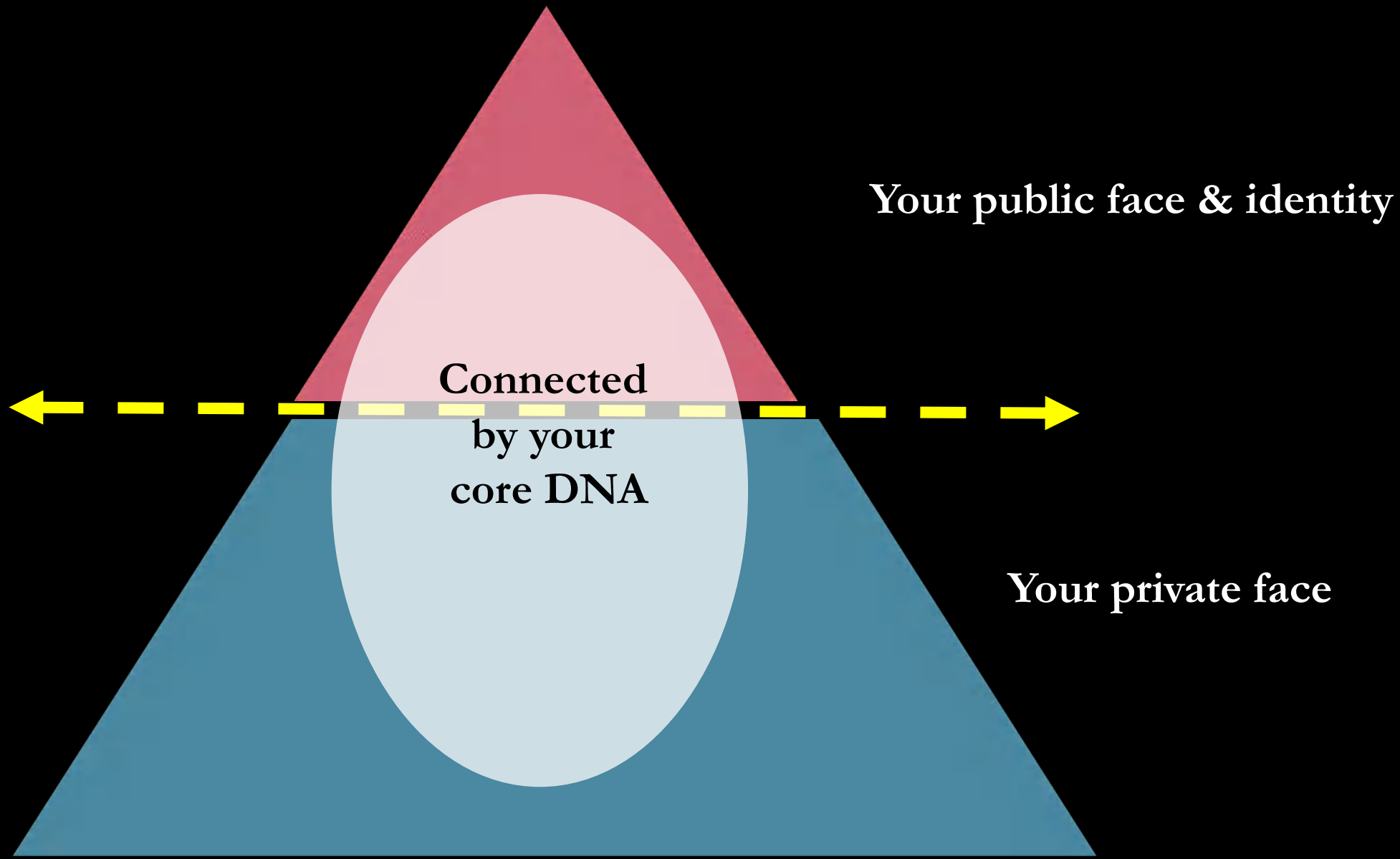
Your Brand Essence

- Your unique skills
- Your experiences
- Your character
- It's a clever way to create the backbone of your
- Your Narrative
- Build on it - & invest in this over time

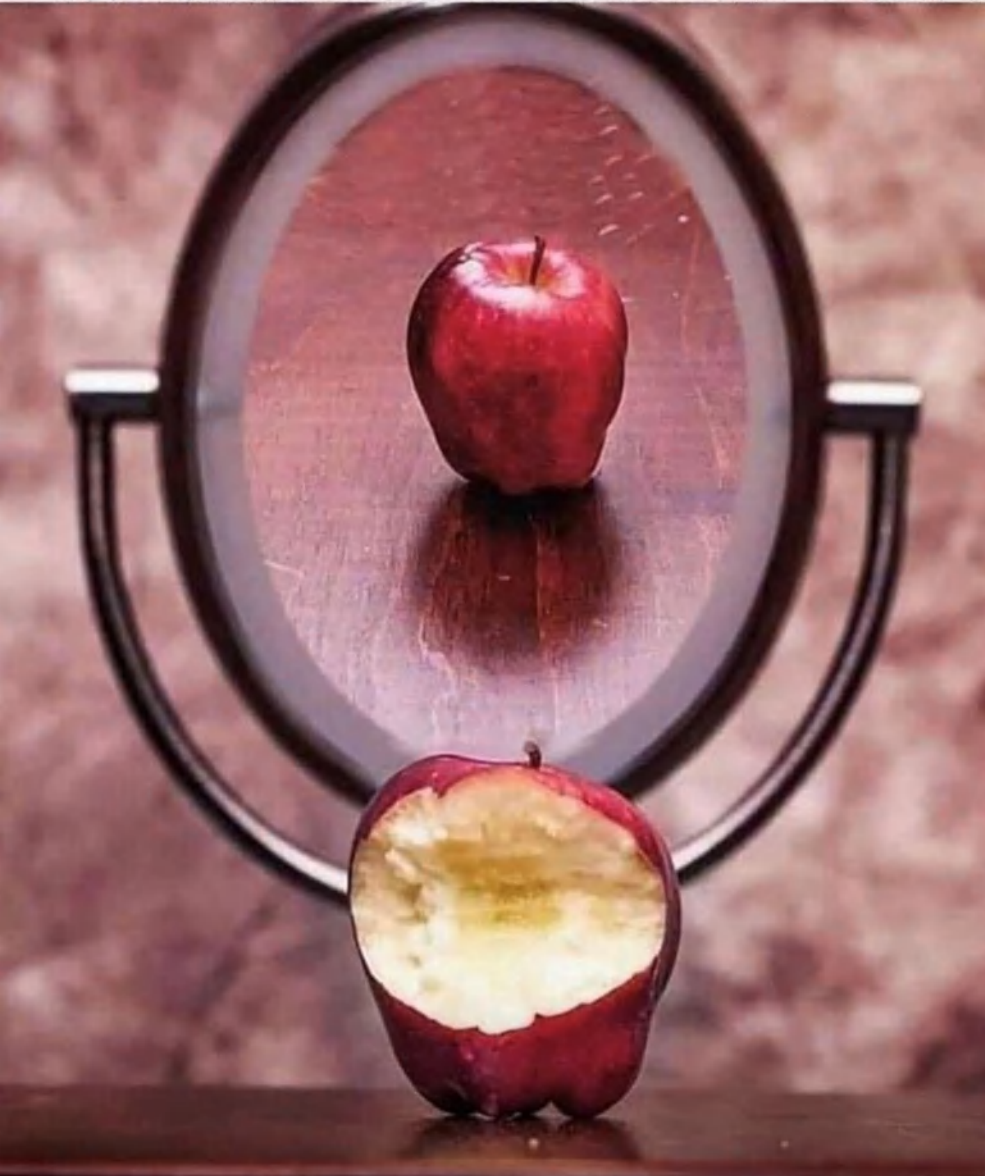


Where it can go
wrong





Life on Social Media



You have the ability to build your narrative

Enhancing your personal brand

People meet you with no pre- conceptions

First impressions are everything

Poor presentation

Poor body language

Over selling yourself

Lack of Relevance

Compromising your values

Social voice inconsistent

Inconsistent behavior

#Hacks

Don't be a gmail account- if you have to -make it personal

CHOOSE THE WORDS YOU USE ALL THE TIME

Volunteer to help anyone! Nature/ Kids/ Animals / the world

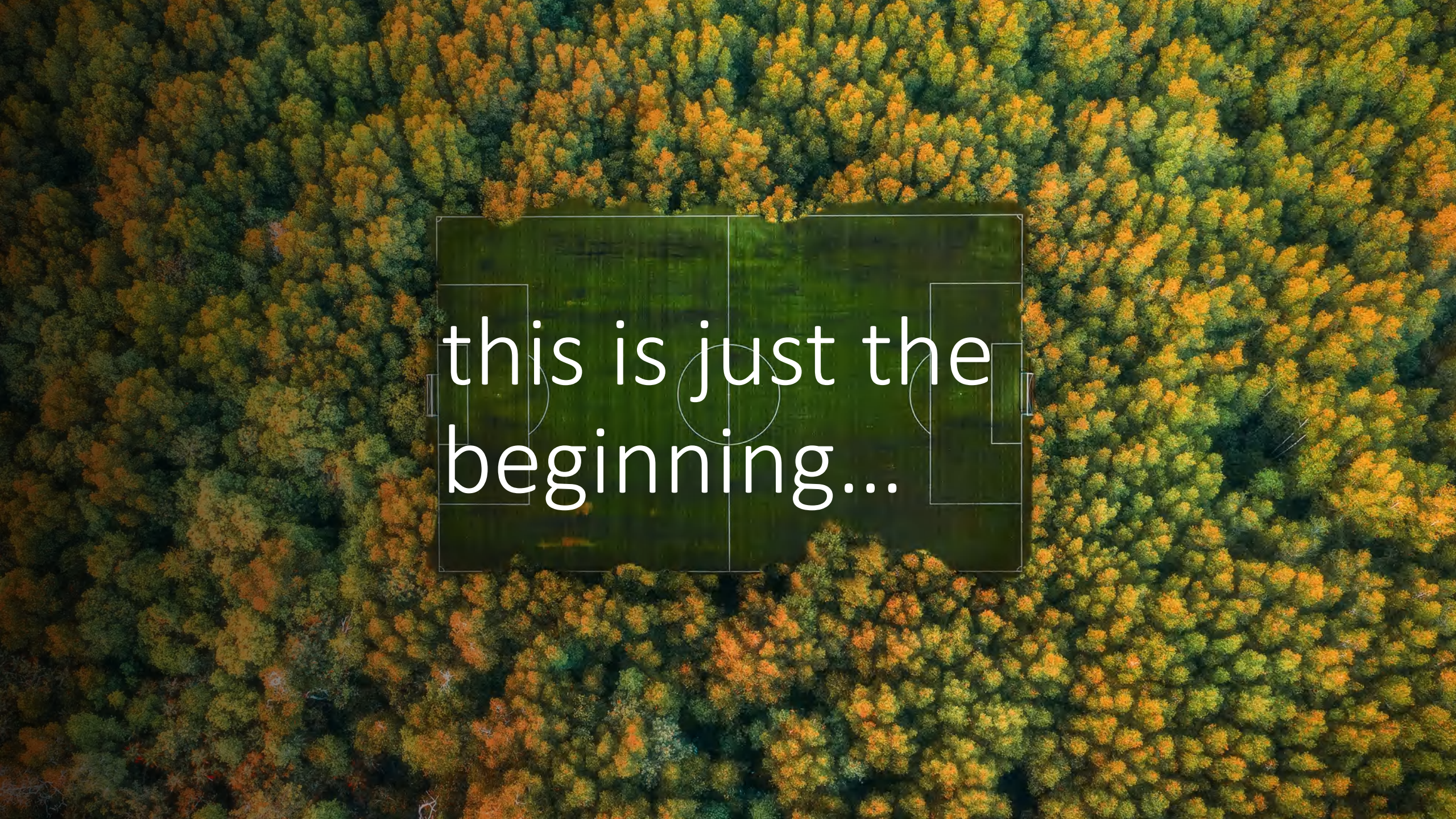
Linked-in is an ALGORITHM – use it

Start a company to embody your pillars

become the CEO of you

#be kind honest and generous with your time

invest in your brand – it will pay back

An aerial photograph of a soccer field situated within a dense forest. The trees are in various stages of autumn, with many showing vibrant orange and yellow leaves, while others remain green. The soccer field is a bright green, contrasting with the surrounding forest. The field's markings, including the center circle, half-way line, and goal areas, are visible. The text "this is just the beginning..." is overlaid in white on the field.

this is just the
beginning...