

Personal Branding

Contributes for your

Professional Growth



What Is Personal Brand?



“Your brand is what other people say about you when you’re not in the room.”

~ Jeff Bezos, Amazon

It’s a practice of people marketing themselves, their skills, and their career as a Brand!

You need to understand how your Personal Brand benefits you in today’s career market!

Think of Yourself as a Product



We all have attitudes and beliefs about brands based on our experiences.

The strongest brands are:

- Powerful
- Authentic
- Consistent
- Visible
- Valuable

The same qualities apply to personal brands.

Why Is Your Personal Brand Important?



- We now have greater control of our own destinies.
 - With that comes increased responsibility and competition.
- To get ahead, we must manage the impressions others have of us.
- With a strong brand, you:
 - Differentiate yourself from others.
 - Maximize your career potential

How Personal Brand adds value to your Professional Growth?



- Personal Branding plays vital role during job search
- It can have long term effects on your career path as well as your earning potential
- Will let people know
 - how they view you and your Professional?
 - What value you brings to them

What you need to do?

- Your Brand is Your Reputation
- Identify your qualities & characteristics
- Communicate a crystal clear
- Send consistent message across multiple channels – both online and offline to reach your target audience
- Assess yourself
- Devote your time for your Personal Branding
- At the end, you will realize your efforts are energizing

Self-assessment

- What are your passions?
- What are your vision and purpose?
- The Goals you wanted to accomplish in next 1 year, 2 yrs and 5 yrs time
- What words you will use to define your personality?
- Carry out SWOT Analysis (Strengths, Weakness, Opportunities and Threats)
- Get to know from the people close to you on your strengths and weaknesses
- List out your target audience (Industry / Company / Decision makers)
- Create your Personal brand message in line with the expectations of those target audience you heard off
- How do you differentiate yourself from your competition in the market?

Next steps

- Be a thought leader
- Never stop learning
- Follow Experts
- Have a right mentor for you
- Be proactive
- Keep positive mindset wherever possible
- Let the target audience know your qualities and experience

If you need any assistance on
Developing your
“Personal Brand”
just
write to us at
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