

Personal Branding Standing Out From the Crowd

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WHAT IS A
BRAND?





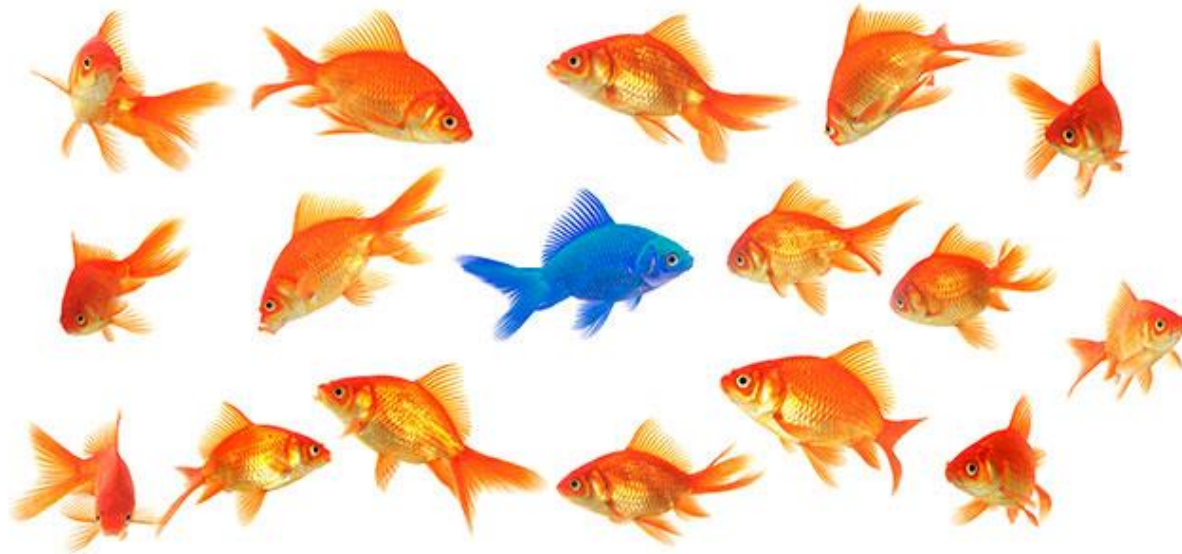
Brand is a name, term, sign, Symbol, or design, or a combination of Them, intended to identify the goods Or services of one seller or group And to differentiate them from those of competitors



Famous Leaders



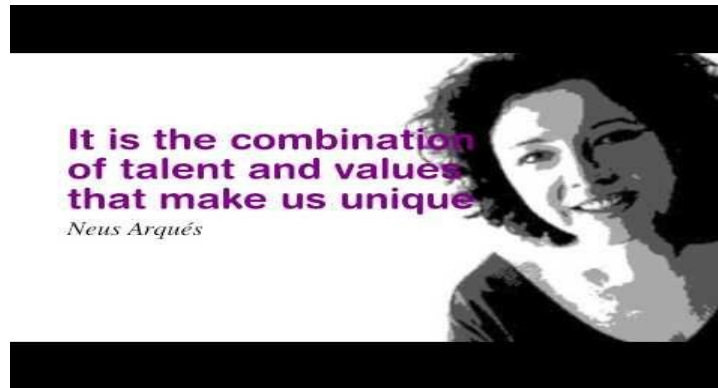




What is personal branding

https://www.youtube.com/watch?v=mP_xc5dKQjc

Watch the video and write down your favorite quote
https://www.youtube.com/watch?v=mP_xc5dKQjc





WHAT DO YOU STAND

FOR?

A word cloud of various values and virtues, including: Creativity, LOVE, Respect, peace, COURAGE, Loyalty, humor, WISDOM, Joy, DIGNITY, Grace, beauty, radiance, imagination, Faith, strength, passion, FUN, HONOR, trust, abundance, BALANCE, kindness, FRIENDSHIP, family, justice, integrity, vitality, compassion, HEALTH, elegance, and adventure. The word "passion" is written vertically in red.





(from Go Leader Grow)

Who needs a personal brand



Statistics

- ▶ Ninety-two percent of people trust recommendations from individuals (even if they don't know them) over brands.
- ▶ Out of all business decision makers, 84 percent start their buying process with a referral
- ▶ Consistency is key. It takes five to seven impressions for someone to remember a brand.
- ▶ Seventy percent of U.S. recruiters and HR professionals have rejected candidates based on information they found online

What problem do you solve?



“Your personal brand
is what differentiates
you from others.”



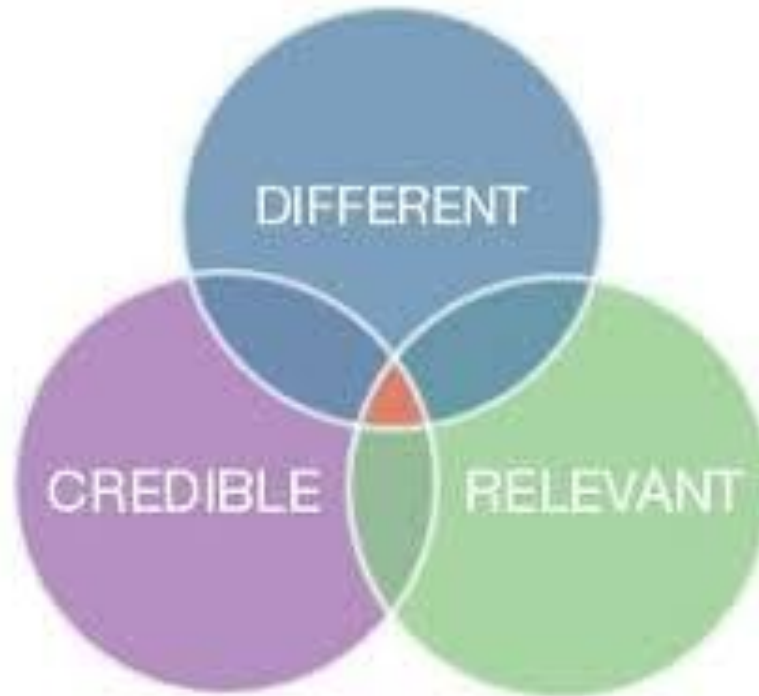
Authentic



Who Am I?

- ▶ What are your skills?
- ▶ How are you perceived by others?
(professionally and personally)
- ▶ What is your online reputation?
- ▶ What do you want to achieve?

Personal Brand



BE

patient helpful
authentic remarkable reachable
different everywhere responsible available
yourself visible memorable
consistent original exciting

Importance of personal branding

- ▶ Career Success
- ▶ Leadership requirement
- ▶ Impacts your life



Myths

- ▶ A personal brand is for famous people
- ▶ Having a personal brand is optional
- ▶ Social media is personal branding
- ▶ You can't change your brand

5 ways to build your personal brand

- ▶ Understand and be your authentic self
- ▶ Speaking engagements/interviews
- ▶ Write thought leadership articles
- ▶ Build an online presence (website, social media)
- ▶ Remain a student of your industry

Tips

- ▶ Networking
- ▶ Use the power of social media
- ▶ Build your profile as an expert
- ▶ Get a mentor/coach

Recap

- ▶ Understand your values and passion
- ▶ Develop your personal image
- ▶ Define your target audience
- ▶ Build your brand presence
- ▶ Leverage on social media
- ▶ Be patient - brand awareness and recognition takes time

Reflections

- ▶ Who am I?
- ▶ How do others perceive me?
- ▶ What would I want my personal brand to be?
- ▶ *What three things will I do differently to build my personal brand (online and offline)*

*Brand
Yourself*
**BEFORE
OTHERS BRAND
YOU**



• Better Work life balance • Career change or progression
• Developing leadership skills • Enhanced self belief &
confidence • Growth of your business

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