

**AMBI  
PARAMESWARAN**

BESTSELLING AUTHOR OF SPONGE  
AND SPRING

# ALL THE WORLD'S A STAGE

**A PERSONAL  
BRANDING STORY**

## All The World's A Stage

### Book Highlights

**Is Personal Branding all about bragging and boasting?**

**Well, NO. If done right, it's not all about boasting or even humbled bragging.**

**The brand comes from the old word “brand” which means to burn. So, the aim of building a brand is to burn a name in our customer's minds.**

**And your brand must tell a story.**

**You need branding because a better reputation would definitely get you more inquiries.**

# The 3 Ways To Build A Brand

- 1. Potential Clients want to work with people who have a powerful aura.**
- 2. The best talents in the firm want to work with the most powerful brand.**
- 3. A powerful brand helps in building relationships with your ecosystem. Be it the media, the government authorities, etc.**

## The Next Step

**The next step is called “Impression Management”.**

**The first step to building your impression is to manage your appearance, and how you present yourself.**

**While some appearances work for one type of industry, it may not work for others.**

**Be well-dressed, well-groomed, and polite.**

# What Identity Do You Project?

**What capital do you bring to the relationship or what do you need to emphasize?**

**Competency capital is about your knowledge, & skills.**

**Relationship Capital is about your ability to build social connections**

# Reflexivity

**It's about how good you are at reflecting your image.**

**Are you in control of your brand? Are you aware of how your brand is being projected on those around you?**

**Always understand how your actions are being received which is called Reflection IN Action**

**What you say or do is perceived differently because of your aura. So, the same thing said by someone else may be received differently,**

**This is called Reflection ON Action.**



## The 3 Criteria

**Clarity: Be clear on what you want to be, & what you want to project.**

**Consistent: Be Consistent in what you're saying & doing .**

**Constancy: Be aligned with your words constantly.**

# The Roadmap

**When planning your Personal Branding journey, be aware that to build a long-term career you may need to make some short-term sacrifices.**

**Understand what your authentic self is and develop the narrative of your brand- “What will it look like, How will it sound?”**

**You need to keep reintroducing yourself to people  
and not take your brand for granted**

**You need to prove your worth all the time and be  
consistent in what you do**

## **What If Your Brand Is Fading Out?**

**Find out what aspect of your brand has lost its appeal and what still holds promise/**

**Now, try 'Repositioning The Brand'. And then relaunch it with great fanfare**

## **Inertial Phase Of Change**

**The author suggests 5 steps to the executives stuck in this phase**

- 1. Realize what change they want to make**
- 2. Identify the behavior that is working against the change**
- 3. The stakes of their current behavior & what's at risk**
- 4. Identify the barriers that are working against their change agenda**
- 5. Identify new behavior to push towards the change**

## **Executive Presence**

**It is about how you carry yourself, your poise, voice, body language and how you communicate**

**Improving this requires FOCUS.**

**You need to be aware of yourself, mindfully & intentionally.**

**How do you stride, and walk with your head held high?**

**Learn to connect with people, not just transact.**

# Disclaimer

**This is just a summary. For a better understanding,  
reading the book is highly recommended**

**This summary is as per my interpretation and learning**

**Please excuse any errors**

**Thank You For Reading**

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