



Brand New Start: Fast-Start Your Career with the Power of Personal Branding

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Personal Branding

Personal Branding has implications for many different aspects of (a) Lives (b) Careers and (c) Relationships

Life isn't about finding yourself. Life is about creating yourself – George Bernard Shaw

Brand is any distinguishing trademark, feature or name that sets one product apart from another

Personal Branding is how it's perceived by people interacting with you

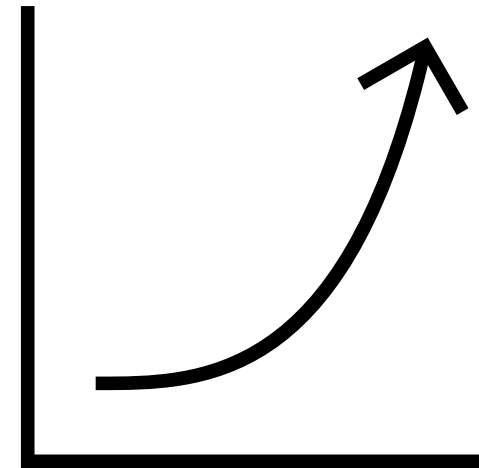


Personal Branding for Career

The managers who hire, the colleagues who will work along and the teams reporting – how they perceive – Personal Brand in their minds – plays a critical role in shaping ability to meet career aspirations

Personal Branding is just now what people have heard, but the impressions made at various 'moments of truth' which go in creating a holistic image

Chances of landing in dream job increases significantly if someone in the organization has a positive image of you or in you references speak highly of you



Personal Branding for Career

Curiosity

Ability to proactively seek learning and experiences to embrace change

Insight

Ability to process information and make sense of data and ambiguity

Determination

Ability to enjoy challenge, take risks and deal with setbacks with tenacity

Engagement

Connecting with people with enthusiasm, energy and a sense of purpose

Myths about Personal Branding

1. isn't about selling yourself, but about introspection about who you are and then projecting your authentic self in a deliberate, thoughtful way

2. is understanding who you are and then adapting to changing situations in a way that comes across as authentic and empathetic

3. is only for extroverts

Building Personal Brand

Why are you trying to do whatever you are trying to do ?
What's your purpose which is authentic and true to you

What – are the qualities or attributes you build and project to make yourself more attractive or a better fit that others who may be seeking the opportunities

How do you project yourself or make an impression that enables you to get the outcomes you desire



ADDA Model of Personal Branding

Authentic and purpose driven – what feeds your passion?

Questions of reflections on own life

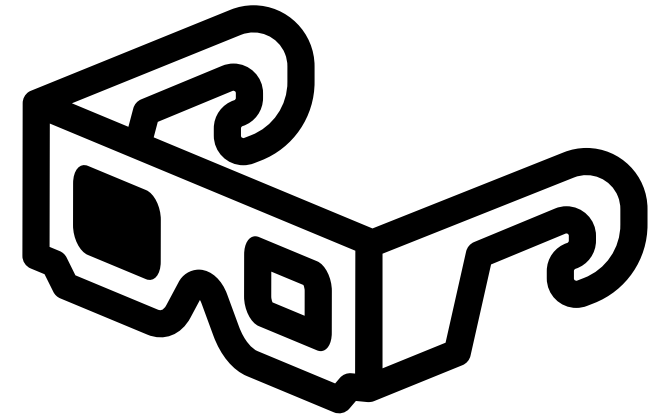
When did I feel like I had achieved something worthwhile ?

When did I go to bed thinking I had a day well spent ?

When was I doing something when I couldn't wait to get out of bed in the morning and get to it ?

When did I wake in the middle of the night thinking of something I really enjoyed doing ?

When did people close to me tell me that I was getting obsessed with something was working on because I could not stop talking about it ?



Differentiated and Playing to your points of Difference

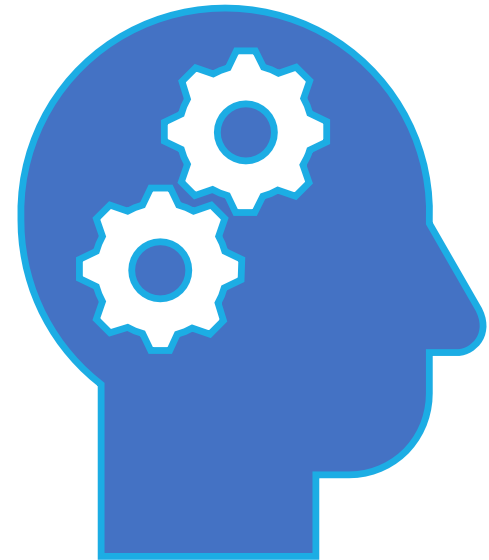
- * **Points of Parity** – A job requires technical skills/certain years of experience become the points of parity

- * **Points of difference**
 - Superiority – Extend a point of parity
 - Versatility – Offer an extra benefit
 - Adaptability – Thrive in new contexts
 - Clutter Breaking – Distinctive execution

Delivering at Moments of Truth

Simple framework for how to think about executing on your Personal Brand (figure 4 -: Moments of Truth page 91) *
intentionally not giving the picture so that readers pick the book to read

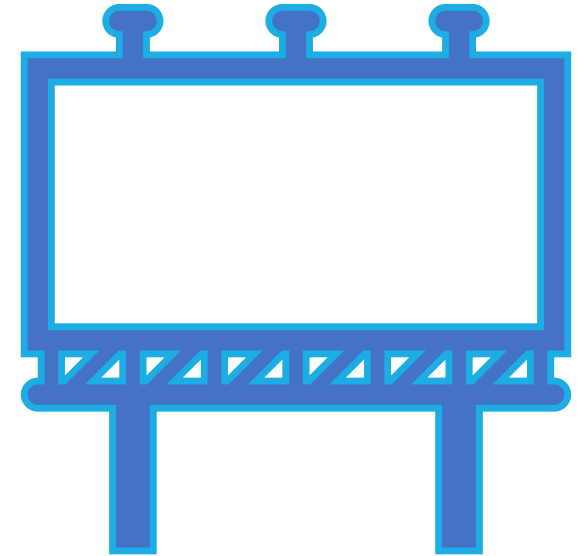
1. Ensure the Points of Parity covered (in the resume)
2. Customize your resume for the organization or at least the sector
3. Start with the “ Why”
4. Be deliberate and discerning about your points of difference



Delivering at Moments of Truth

Brand presence on Social Media

1. Be clear on whether you need to be LinkedIn and if you do, Don't Do a half-hearted job
2. Reach out and Build networks, But Do not appear desperate
3. Put in effort to build your brand by clearly articulating your purpose and highlighting your points of difference through content
4. Be mindful of your online presence because it “isn't just online”, it's your personal brand in the real world



Adapting as You and the world around You Changes

1. Closing Competency Gaps – Understanding the gap between where you are now and where you want to be and acting on it.

2. Anticipating Changes in context and Being ready – Being savvy about industry trends, being aware of where opportunities may open up and marring that with skills

3. Being sensitive to and reacting to changes in your passion levels – You may be good at something; you may have done something for a while. Be in touch with your energy and passion levels in the context of acquiring new experiences or roles.

Four roles for personal brand's brain trust

Mentor

Advisor

Cheerleader

Critic

Good quotes from the book

- * Your personal brand is not the sum of things you do to build an image, but the perception that people around you form of you
- * It is not what you bring into an interaction in terms of what you wear, do or say, but what you leave behind in someone's mind
- * Having a vision for what you want is not enough. Vision without execution is hallucination. – Thomas A Edison
- * The best way you can discover, be mindful of and know how and when to adapt your personal brand is to adopt the same tonality with your brain trust



Thank you

SHRINIVAS SATHYA SUSARLA

- Disclaimer:
1. This is just a summary; for better understanding highly recommend reading the full book
 2. The summary is based on my learning, what resonates with me after reading the book
 3. Please excuse for any errors or mis-representation