



BUILDING INFLUENCE

Personal branding for your career



THE ADVANTAGES OF WOMEN IN BUSINESS

- Personal impact: independence, self-esteem, health
- Wider impact: greater success of firms, increase national GDP, family



Personal branding: build your influence

- What is personal branding?
- Why is important?



BUILD YOUR PERSONAL BRAND

DEFINE WHO YOURSELF:

- Who am I?
- How do people see me?
- Which are the values I believe in?



BUILD YOUR PERSONAL BRAND

DEFINE YOUR BRAND IDENTITY:

- What can you do?
- What do you like doing?
- How can you help people?

CHOOSE A NAME FOR YOUR BRAND:

- Identifying
- Appropriate
- Memorable



BUILD YOUR PERSONAL BRAND

WHAT TO DO AFTER?

- Online presence
- Offline networking



PROMOTE YOUR PERSONAL BRAND

THINK ABOUT YOUR PRESENCE ONLINE

- Which platform/tools/ would I like to use?
- Which kind of content, am I planning to post for each platform/tool/social media?



PROMOTE YOUR PERSONAL BRAND

LET'S GO OFFLINE!