



Strathmore Business School

Personal Branding







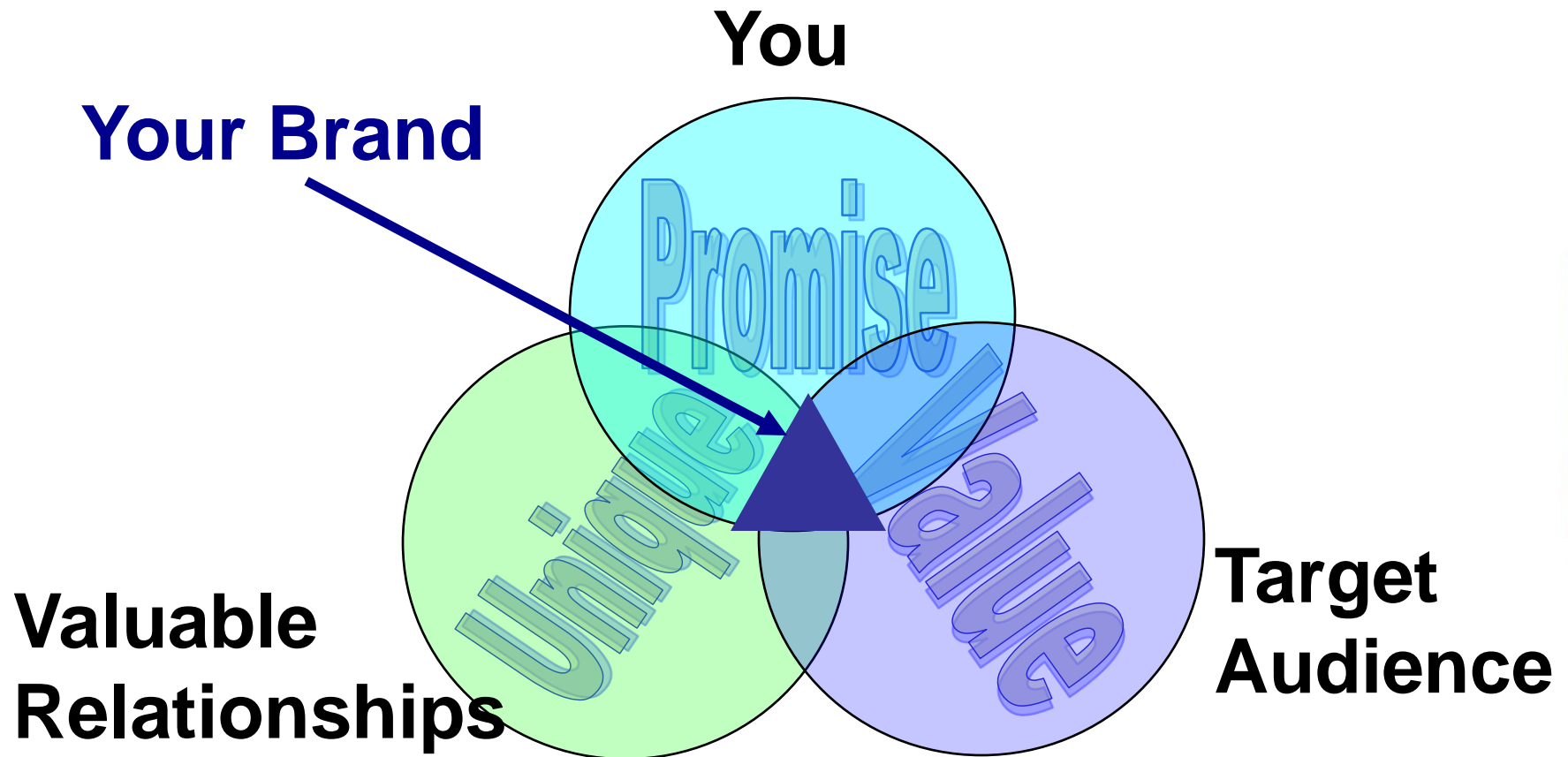
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What is a Brand?

Unique Promise of Value



What is Your Brand?





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1-2-3 Success!

EXTRACT

EXPRESS

EXUDE

1 - 2 - 3 Success ! The Reach Personal Branding Process

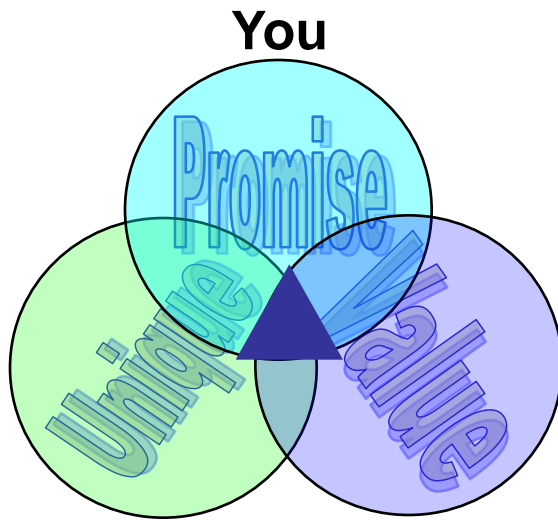


Know Yourself

o Internal Perspective

What attributes would you like to be associated with You?

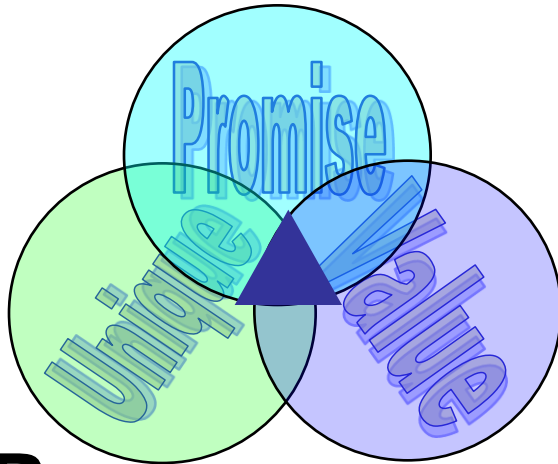
Your brand should display a meaningful representation of the values you stand for.





Peers

What do your peers think of when they hear your name?



Peers





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External Perceptions

What^{do}
People think
about **YOU**?

Stubborn

Colorful

Funky

Stressed
Out

Caring

Driven

Outrageous

Irreverent

Creative

Bold

Sassy

Supportive

Reliable

Honest

Adventurous

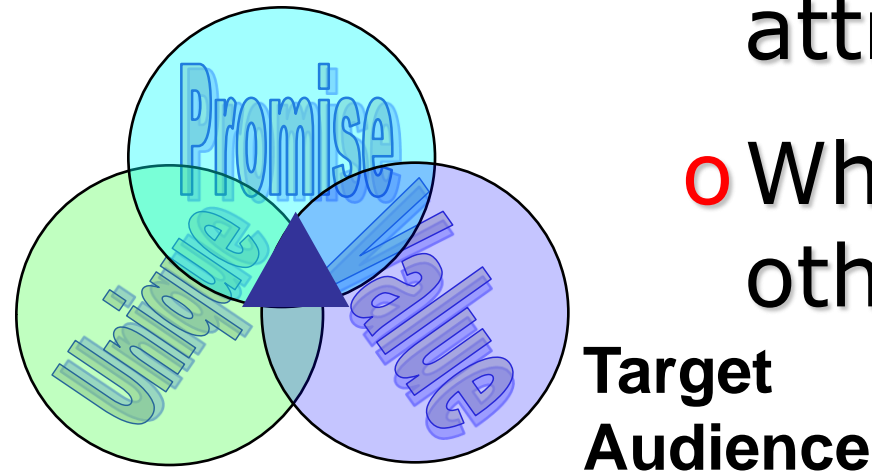
Funky

Smart



Know Your Target Audience

- Who do you want to attract?
- What value do you add to others?





Your brand is the medium of
shaping public perception.....

What for?





Earning Potential





Authenticity

Credibility

Prestige

Respect

Quality of relationships





How you create your brand

- What you say
- What you do
- How you make others feel





THE JOHARI WINDOW

PUBLIC

BLIND

HIDDEN

UNKNOWN





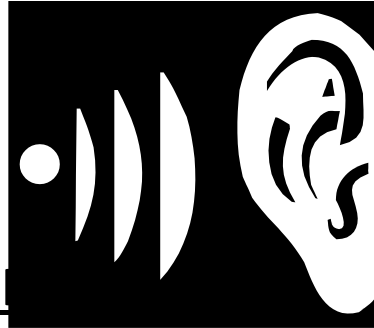
Communicating your brand: Express

- Your first impression is more important than your next five impressions combines.....and it is made within the first 5 seconds



The Communication Equation

- **What you hear**
- Tone of voice
- Vocal clarity
- Verbal expressiveness



40% of the message

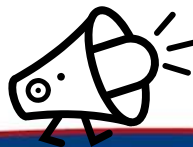
- **What you see or feel**
- Facial expression
- Dress and grooming
- Posture
- Eye contact
- Touch
- Gesture



50% of the message

- **WORDS ...**

10% of the message!



3 Exude The Brand Environment Phase





Your brand environment

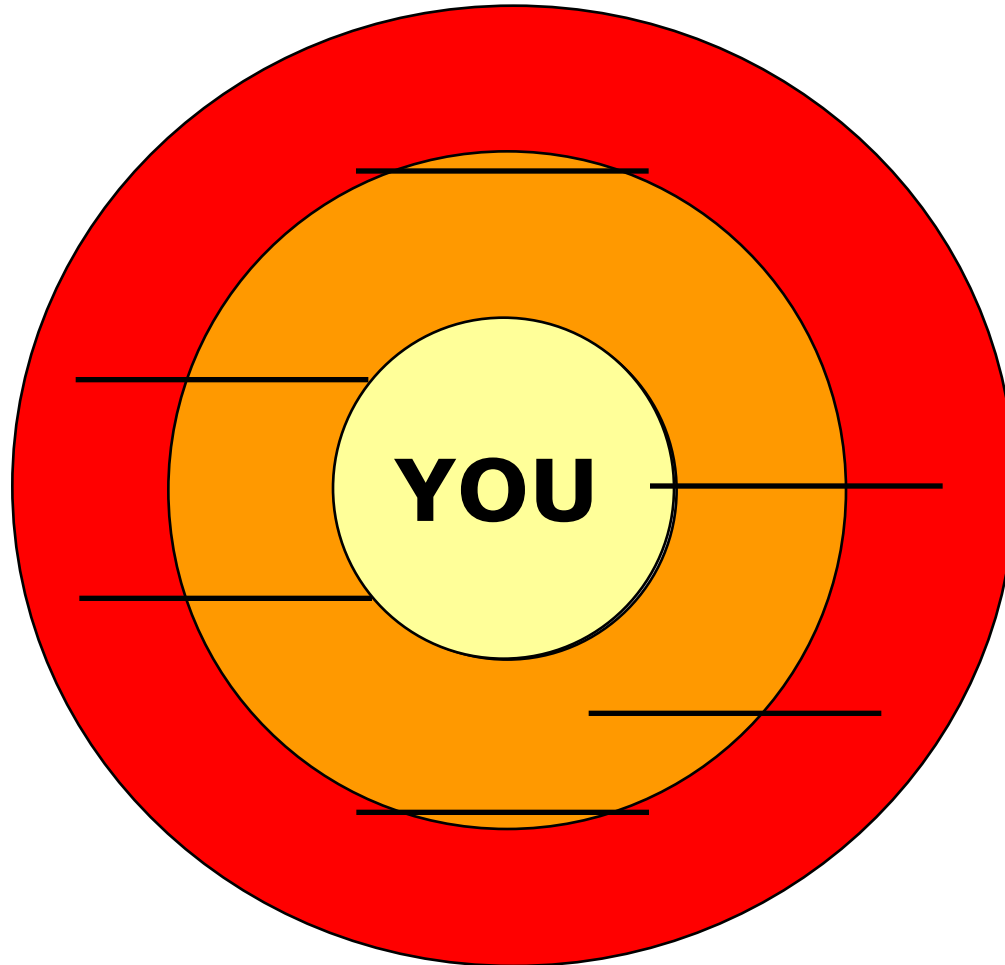
- You are the average of the 5 people you hang around with.





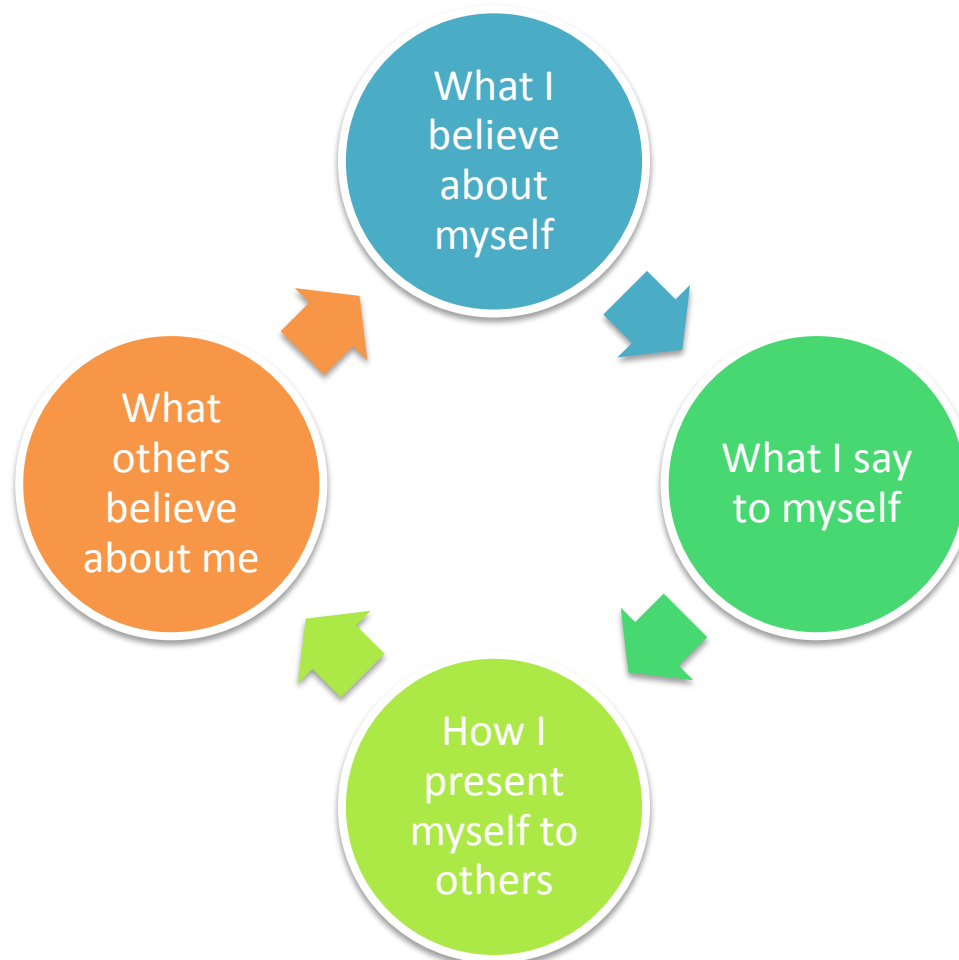
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Planning: Key Qualities





Manage your image from inside out





5 basic stories

Develop the following 5 important messages of yourself and disclose wisely and purposefully:

- What do you do?
- What are you working on now?
- What accomplishments are you most proud of?
- What are you learning?
- Where do you see yourself in the future?





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Strengthen your Brand Message

- Character: Be authentic
- Credibility : be good in what you do, consistently
- Courteous: Good manners
- Confident: in speech and posture
- Communicate: clear message

Remember to dress the part!





Benefits

- Get to introduce yourself right
- Create you own aura
- Attract the right people
- Influence other
- Leverage on the self-fulfilling prophesy
- Gain respect
- Sustain relationships





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THANK YOU

