



SALT LABS
Life Long Employability

Personal brand – a perspective

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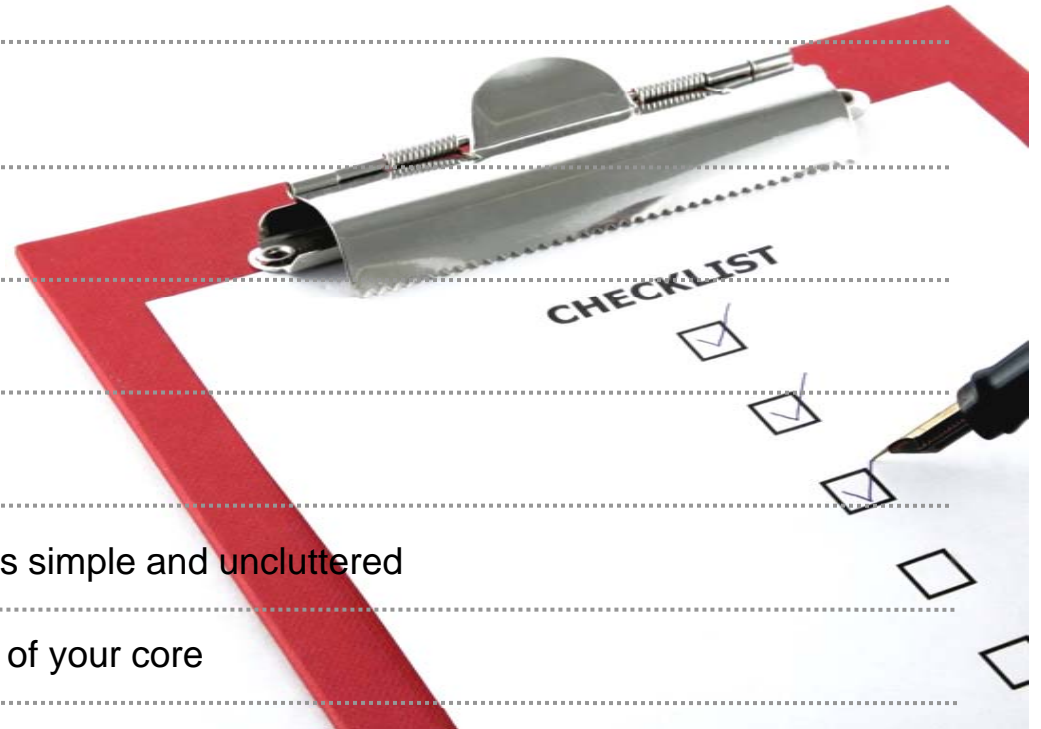
The freedom to choose – builds personal brands

Many of us feel that life is all about the opportunity cards that are dealt to us.

However, someone once said that life is 10% about the opportunities that each of us gets and 90% of how we respond to it

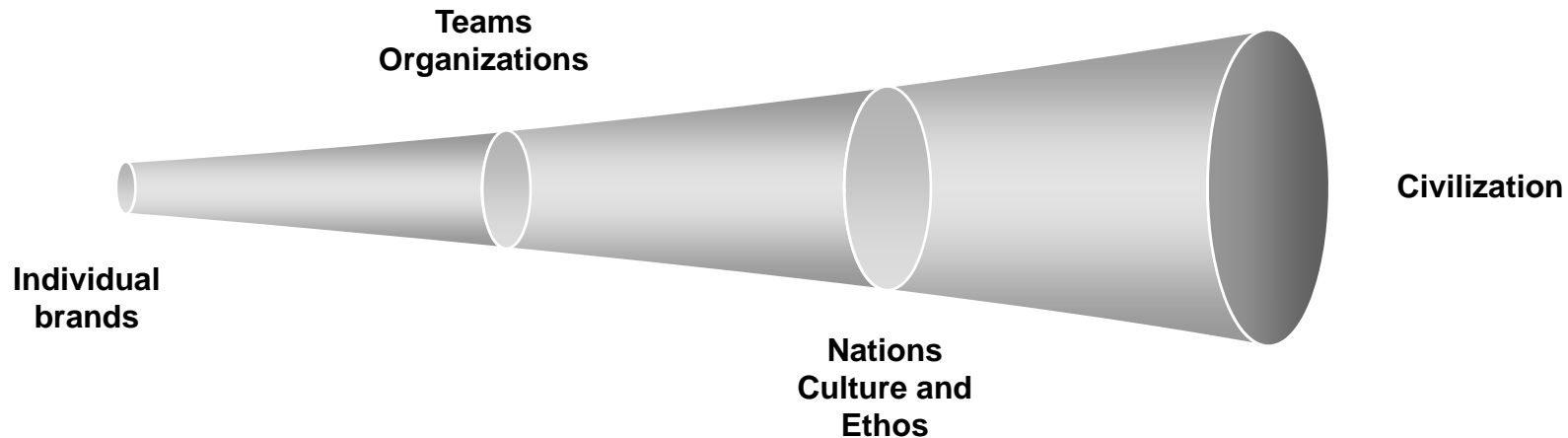
Branding - From Individual to Nation to Civilization and Humanity

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- 2 The shifting goal posts
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- 10 "Brand India" as defined by Rabindranath Tagore



What is personal branding and why is it important

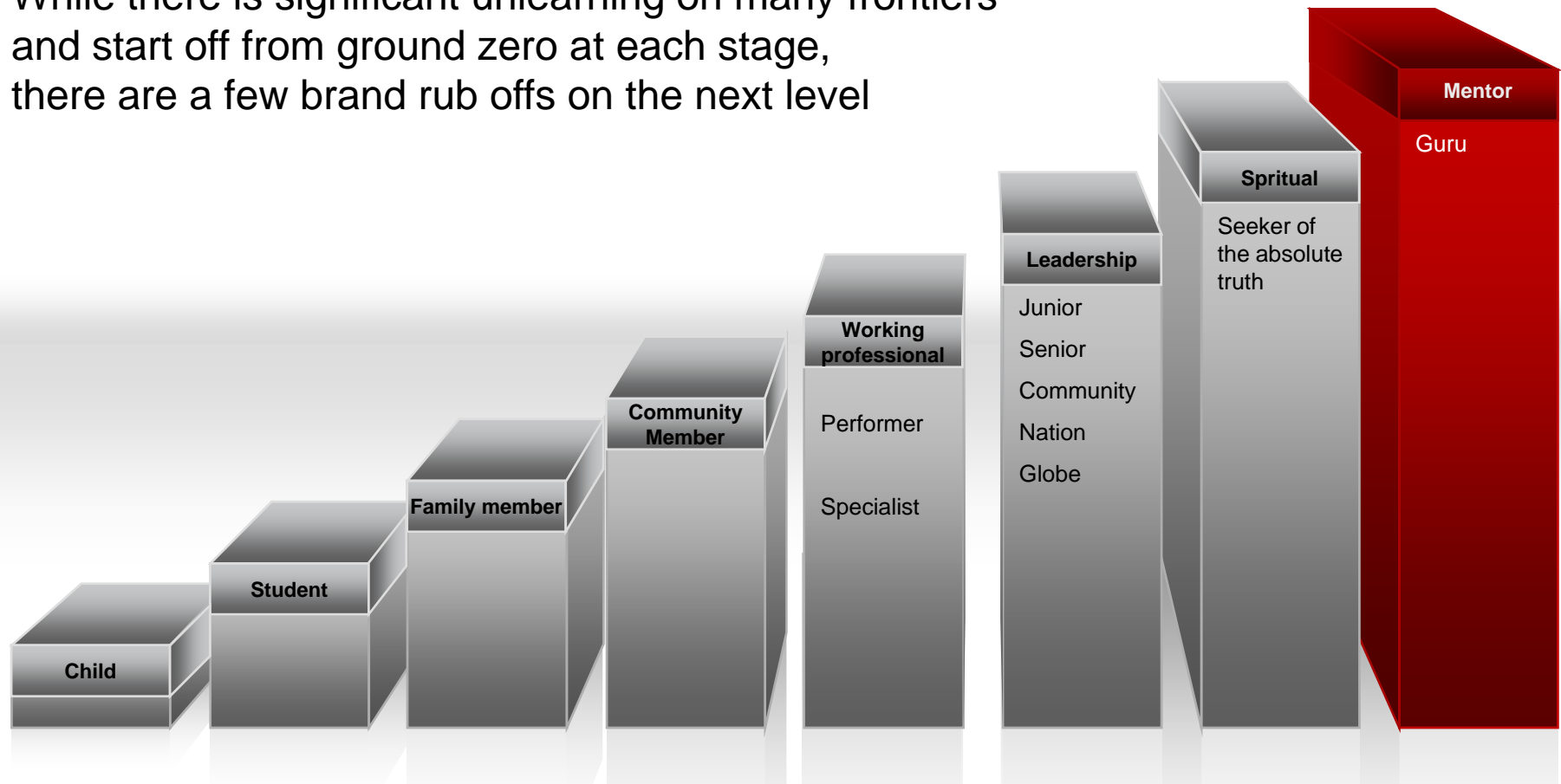
- Personal brands impact
 - Your personality and responses to situations and overall behaviour
 - Your self perception, self esteem and expectations from yourself
 - The perception of others with respect to you
 - Your distinctiveness and your ability to compete and perform



Brand goal posts shift at various stages

Personal Brand Life Cycle

While there is significant unlearning on many frontiers and start off from ground zero at each stage, there are a few brand rub offs on the next level



"My life is an indivisible whole and all my activities run into one another."

Mahatma Gandhi

How is brand reputation built ?

1. Imbibe a set of values and beliefs which will never the change – Shapes Mindset
2. Choose the core value of humility and suppress the negative aspects of ego
3. Choose a field where you are naturally inclined after the basic general academics
4. Build your own body of knowledge in your respective domain shaped by experience and through other faculty see, hear, smell, taste
5. Build your hypothesis and test it in various environments and ecosystems
6. Continuously anticipate changes and keep yourself updated
7. Work within your circle of influence and watch it slowly expand to fill a larger share of your circle of concern
8. Make a difference to people, institutions, nations and the civilization at each step of the journey
9. At the right stage chart yourself to seek the absolute truth beyond the razzmatazz that we see
10. While continuously developing yourself, try to leave behind a valuable legacy in the world

Remember :Brand value can never be judged in purely material terms but in terms of the value that they can create over a long period of time

Ingredients of building personal brands

1. Be distinctive
2. It would be foolish to throw in the towel on encountering the first series of setbacks
3. Ask for opportunities and challenges
4. Never sell your brand for short money
5. Under promise and over deliver
6. Create a brains trust – set of trustworthy people who are your sounding board
7. Expect to make adjustments to expectations as you encounter reality
8. Don't lie, cheat or steal and be value driven always
9. Remember, your personal brand is the template which will govern all your actions – define it and live it till the very end
10. Working hard as well as smart
11. Always be humble and willing to learn
12. Keep visualizing change at every stage and work towards equipping yourself in this journey
13. Lastly, use your CV as a motivational tool – regularly update your brand value proposition

Living the brand in adversity and success

▪ How to handle Success

- Be skeptical of your own genius
- Surround yourself with equally skeptical people
- Keep friends who remind you of your humanity
- Have some sympathy for your victims
- Show to your peers and junior that you value them – don't get into the boss apple polishing routine
- Remember that the customers and shareholders feed your family
- Build goodwill outside your kingdom
- The higher you fly, the more you will be shot at – admit your mistakes
 - » Do not think of lying publicly or your brand can die almost immediately
 - » Always blunt bad news before it becomes a big story

▪ How to handle Failures

- Failures are your stepping stones. Learn from them
- Showcase failures and your insights from them
- Develop the ability to visualize the big picture and the vision of success beyond the current failure
- Work however mundane can be raised to a new level and a sharp mind will be able to get the customer of the service to notice the difference..
- Prepare yourself to work in the cracks of specialization....
- Learn to keep yourself positively inclined always – develop a neg repellent..

Brand value is entirely perception driven

- **Academic excellence** – Bright and Achievement oriented. Systematic and Process oriented
- **Any domain area of knowledge** – Good orientation to depth
- **Knowledge of global trends and geo-politics** – Able to see the forest amidst the trees
- **Impact of policy on domain** – Able to connect decisions to larger policies and analyze impact
- **Street based learning** – Able to pick up from the environment
- **Admits failures readily** – Understands one's own SWOT well and introspects
- **Reading habits and current Issue awareness** – Strives to be continuously updated
- **Sharp, short and direct responses with required background data** – Strong problem solving ability
- **Choice of words in communication** – Is sensitive to other people and speaks appropriately
- **Can do whatever is expected and more** – Has fire in the belly
- **Eager to serve and please** – Is service oriented
- **Is keen to develop his broader interest and not profile focused** – looks at a professional life beyond just a job or a role – a long term prospect
- **Expresses own achievements mildly and as an outcome of circumstances beyond self** – Humble and Team Player / Leader

What can I do here and now

I am hopeful, you are already atleast midway in this process

1. Write down a holistic vision of what success should look like in the short, medium and long term

2. Do a personal SWOT and outline possible engagement possibilities in the immediate term and their requirements in fresh talent

3. Develop your own value proposition to the company that would hire you and the value proposition of the company to you

4. Track a sector of interest and be absolutely thorough in it. Make it your showcase of depth and interest

5. Do your homework on the sectors and detailed company knowledge before approaching placements

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Engaged

6. Detail your summer projects and learn to present the learnings and take aways.

7. Write out your dream project and if clear outline the business plan and refine it as you go.

8. Develop detailed discussions and elevator formats on every area you are keen to showcase

9. Develop a failure showcase

10. Read beyond academics – in other fields and capture insights regularly.

Key drivers for my future

These are qualities you would require to showcase

Humility

Demonstrate humility and an inclusive approach. Be assertive, do not brag

Ability to reflect

Showcase learning's from failures and successes

Strong Service orientation

Display concern for all stakeholders

Brand
'You'

Showcase Team skills

Suppression of personal ego for the common good.

Values and Beliefs

Uncompromising values, beliefs and a positive attitude

Open Mind

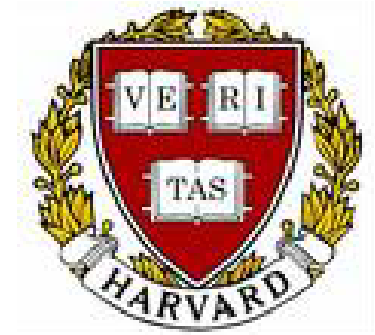
No profile fixation
Life will take many a twist and turn and change in profiles and roles

Personal Brand- What I can do nothing about

There are elements in your brand you can do nothing about – for e.g. brand of your academic institution or academic performance .
Unfortunately discrimination is still alive and there are places you will bang your head against a ceiling simply by virtue of who you are and not by your performance or potential

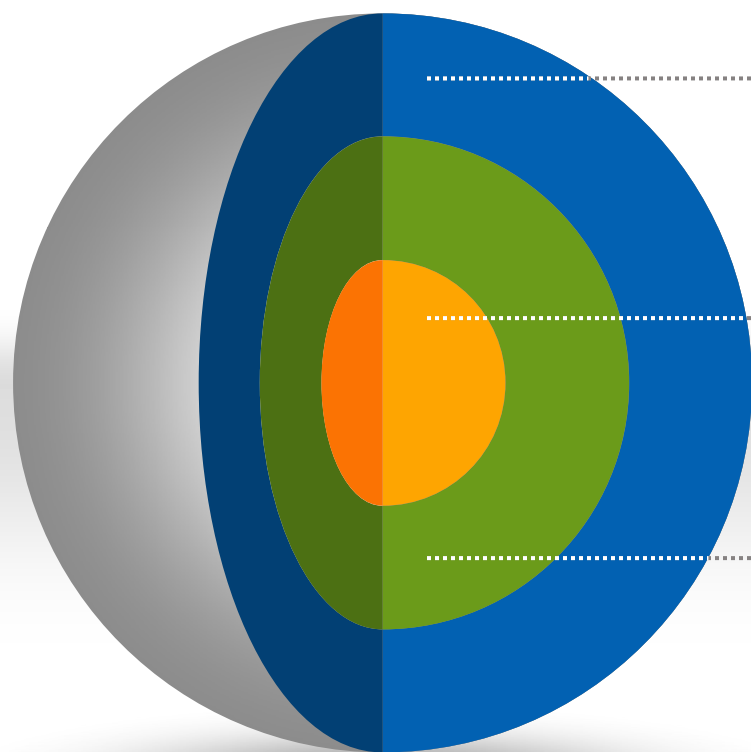
There is no point worrying about areas that you cannot influence but move to those areas where these elements cease to have an impact.

Biggest brands always keep their promises simple and uncluttered



Brand You

Your financial compensation, role and career are outcomes and not goals



What has happened to you and how you have responded to it

Your values, beliefs, vision, attitude and mindset.

Your domain knowledge, capability, experience.

Building blocks to “Brand India”

“Where the mind is without fear and the head is held high;
Where knowledge is free;
Where the world has not been broken up into fragments by narrow domestic walls;
Where words come out from the depth of truth;
Where tireless striving stretches its arms towards perfection;
Where the clear stream of reason has not lost its way into the dreary desert sand of dead habit;
Where the mind is lead forward by thee into ever-widening thought and action;
Into that heaven of freedom, my Father, let my country awake.”

“
GEETANJALI” -Rabindranath Tagore

When nothing seems to help, I go and look at a stonecutter hammering away at his rock, perhaps a hundred times without as much as a crack showing in it.

Yet, at the hundred and first blow it will split into two, and I know it was not that blow that did it but all that had gone before.

Narayana Murthy's words of wisdom on qualities to develop...

- Be trustworthy
- Fear is natural, but do not let your actions totally be governed by it.
- A supportive family and a supportive system can help you endure anything in your career.
- Learn how to manage yourself, especially your feelings in a way that respects the dignity of others and yourself.
- Live your life and lead your career in a way that makes a difference to your society

The Law of Success

Life's battles are not often won
By the talented or the most qualified
person

The battle of life is won
In all cases without exception
By the person who thinks she/he can