

BUILDING A PERSONAL BRAND



Nancy Chakabuda CA (SA), CFE, MBA
(Contact: [LinkedIn](#))

24 October 2024





Session overview

01

Setting the scene
- What is a personal brand?

02

Building your personal brand
- Where to start?

03

Continuous investment
- Strengthening your brand

04

Personal Brand watchouts
- Common Pitfalls

05

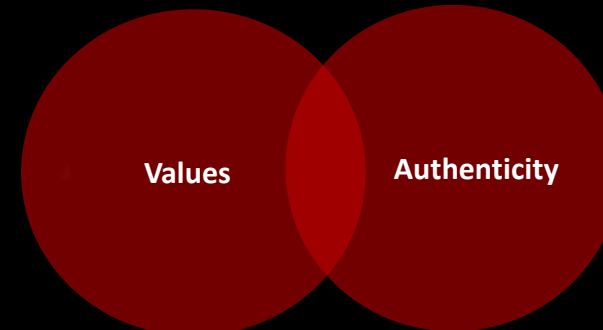
Unlocking the power of your personal brand
- Benefits & Networking

1. Setting the Scene

- *Defining Personal Brand*



- What do you, as an individual stand for?
- What are you known for in your personal and professional life?
- What experiences & skills do you have, that differentiate you?
- What makes you, you?

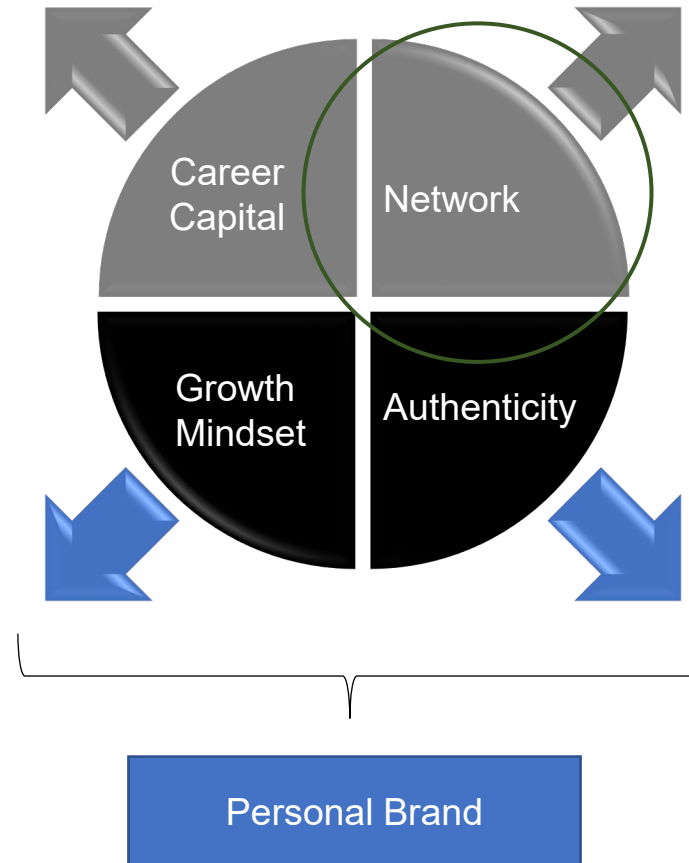


Personal Brand

- 4 key components

- Skills, knowledge, personality traits;
- Credentials and qualifications;
- Resources that help you produce economic value / greater influence in the future.

- Thrive on challenges and continuous learning;
- Use failure to get better;
- Invest in developing your abilities.



- Relationship capital supports brand credibility;
- “Endorsers” in your circle – trusted peers, mentors, sponsors;
- “Your network is your net worth” – Porter Gale.

- Consistency in how one shows up.
- Behaviours aligned to personal values – authenticity.
- Supports connection, influence and credibility.

2. Building Your Brand

- *Where to start*

The 4 “Knows”



Know Yourself & the Gaps

Self-introspection: Where are you on a scale of 1 to 10 across the 4 key components? E.g. how strong is your network?

Know where you want to be

Personal vision: What do you aspire to be? What's your vision with your professional and personal life? Are they aligned?

Know the Goals

Long & short-term goals: what are they? what are micro goals needed to get to the long-term goals? What is your roadmap & audience?

Know the Actions

Action planning: what do you need to do to achieve the micro goals – study further? Volunteer activities ? How do you self-evaluate?

3. Continuous investment

- Strengthening your brand



“If you fail to plan, you are planning to fail”
– Benjamin Franklin

Self- investment

Monetary and non-monetary self-investment

- **Invest in education** aligned to your goals to increase credibility.
- **Volunteer** in & out of your organization for causes you care about.
- **Intentional networking** – build a well-rounded network e.g. through industry events.

Your personal
brand will
evolve over
time

Consistency

*Consistency is
fostered through
authenticity.*

Have a consistent story

- On social media and in person.
- **Engage consistently** in and out of the work-place.
- **Action consistency** – industry contributions, event type attendance and involvements.

Would anyone understand your
personal brand today?



4. Personal brand watchouts

- *Common pitfalls*



- **Interest & value misalignment**
 - Not establishing aspirations & interests early enough.
 - Attaching to non-aligned or others' interests (authenticity).



- **Relationships**
 - Perceiving relationships as the only capital needed– match relationship capital with career capital (including performance).



- **One dimensional view on building brand**
 - Treating personal brand as one dimensional – extends to outside work/ your organization (multi-dimensional input).
- **Abandoning continuous learning**
 - Personal brand is not a one-time investment.
 - The world is changing, build onto your career capital (skills and expertise).





5. Unlocking your personal brand potential

- *Benefits & Networking*

Benefits of building a personal brand:

- **Credibility** - increases opportunities, including career opportunities.
- **Build influence** - for yourself and / your business if self-employed.
- **Foster loyalty** – whether you are a leader in an org. or self-employed.
- **Self-fulfilment** – “If you do what you like you will never work a day in your life” – Marc Anthony.



Why is your network important?

- **Promoters** endorse and speak up for your brand & increase visibility e.g. job referrals.
- **Influencers** mobilize your brand e.g. industry events.
- **Accountability circle** keeps you honest with where you are with your brand.
- **Recipients/ target audience** of what you have to offer – loyalty.



“Your brand is what others say about you when you are not in the room” – Jeff Bezos

*Leader in Innovation (technology),
Customer excellence (marketing)*

<https://renaissancemarketer.com/list/jeff-bezos/>



“I was once afraid of people saying who does she think she is, now I have the courage to stand and say this is who I am” – Oprah Winfrey

*Philanthropy, empowerment of others,
personal development, (empathy, authenticity)
media leader.*

<https://www.penfaulkner.org/2022/03/29/oprah-winfrey/>



“Live your life as though nobody is watching, express yourself as though everyone is listening ” - Nelson Mandela

*Servant leader (charity), humanitarian,
peace, diversity and inclusion advocate
(authenticity).*

<https://www.biography.com/political-figures/nelson-mandela>



QUESTIONS