

Personal Branding

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- What's in it for you?
- What's in it for the organization?
- How do you measure your brand?

Why Brand Me

Lifetime employment	Lifetime employability
Managed careers	Enabling careers
Faceless corporates	Corporates on Facebook
Feature sales	Experience sales
Top-down marketing	Social media immersion

Plant trees before you need shade

Brand You

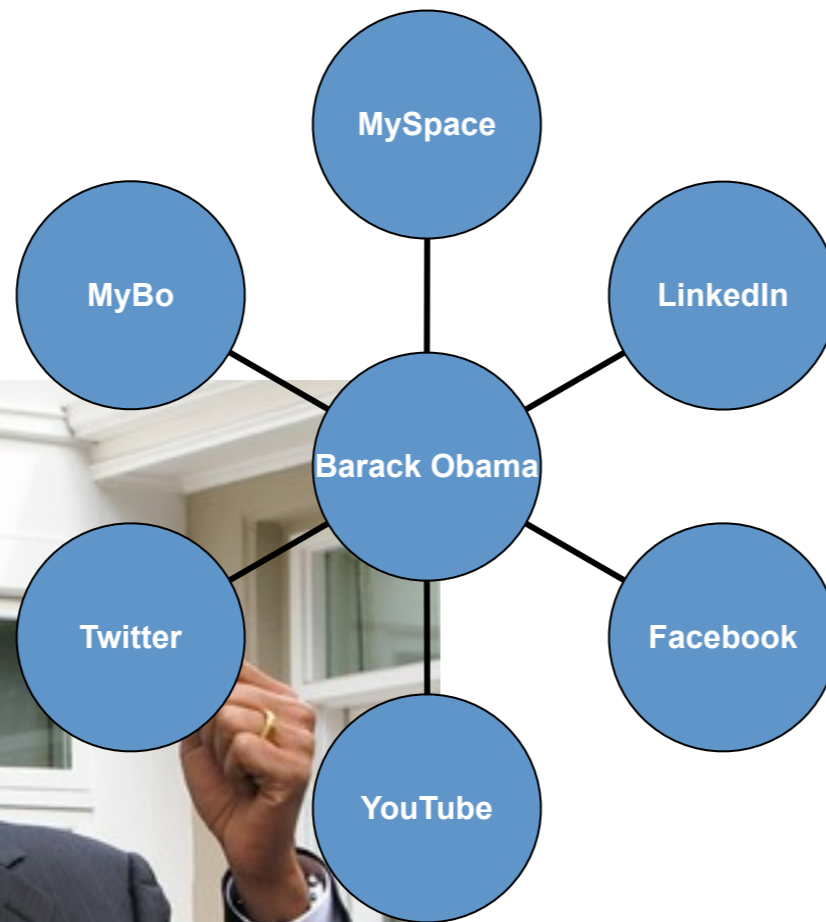
Who am I?

Why buy me?

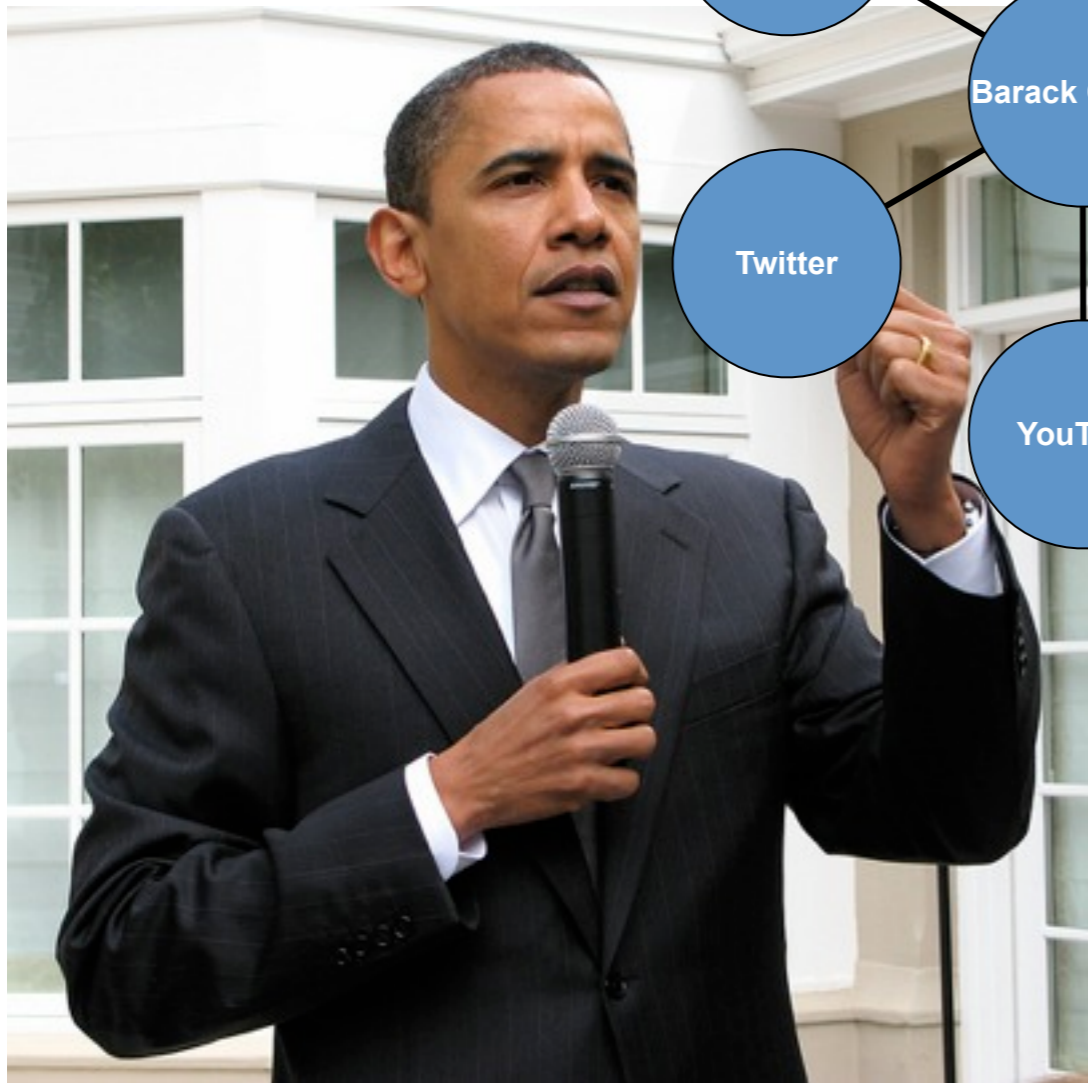
Why not buy someone else?



Do an Obama



- Create a brand blueprint
- Stars are created, not born
- Point of View



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Quick Wins

- *Blog* about your area of interest
- Participate in a *LinkedIn* group
- Read one article a day on *Twitter*
- Attend free online *events*
- *Join* your alumni network
- Send an *annual update* to your mentors



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Measuring Success

Google rankings
Requests for your expertise
Best answer ratings
Blog hits & comments
Respect of your peers

Thank You

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