



- “Every individual is now an entrepreneur whether they recognize it or not.” -
- Reid Hoffman, co-founder, LinkedIn

What does personal branding success look like?



Known by name,
not by organization

Personal reputation
is equal or greater
than company
reputation

Why should you do it?



Extend your career



Increase your choices



Command more trust and respect



Easier personal connections

Why should the company do it?



Corporate brand value is the sum of its assets – including individuals




Greater trust and reputation in the market




Easier access to customers


Top 10 skills of 2023

1.  Analytical thinking


2.  Creative thinking


3.  Resilience, flexibility and agility


4.  Motivation and self-awareness


5.  Curiosity and lifelong learning

6.  Technological literacy






7.  Dependability and attention to detail

8.  Empathy and active listening

9.  Leadership and social influence

10.  Quality control

Type of skill

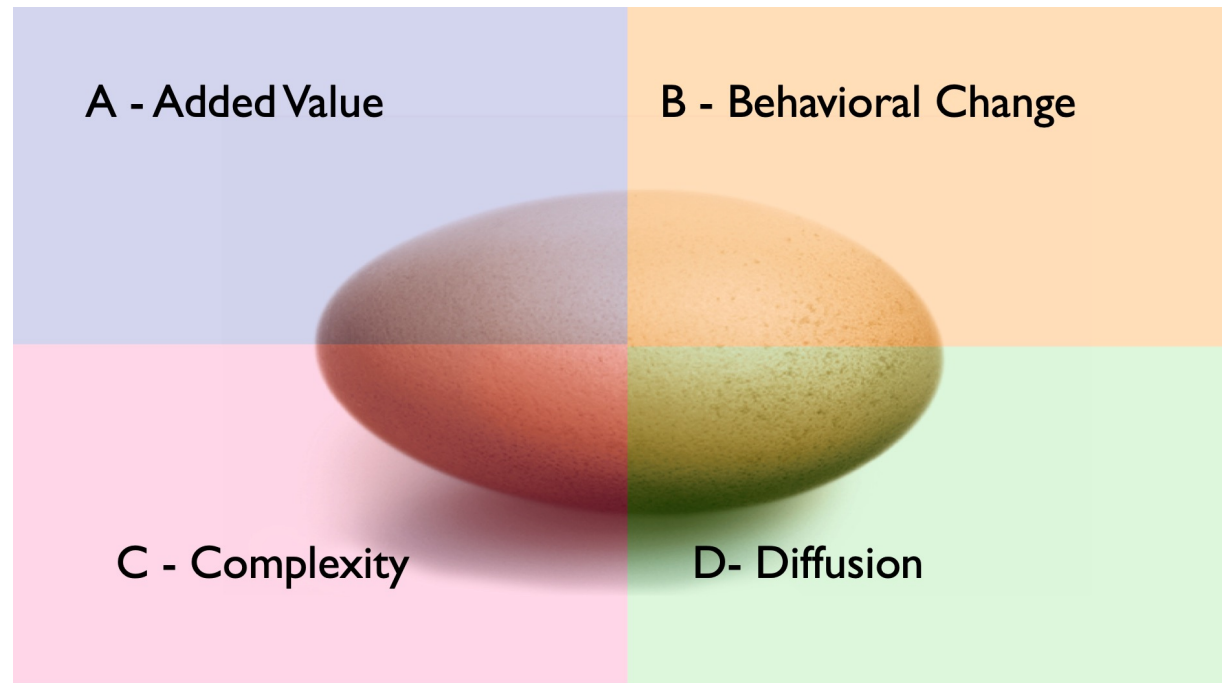
 Cognitive skills  Self-efficacy  Management skills  Technology skills  Working with others

Source
World Economic Forum, Future of Jobs Report 2023.

Note
The skills judged to be of greatest importance to workers at the time of the survey



Survival skills



As easy as ABCD

A – Added Value

What is it that you, and only you bring to the customer and/or organization?

“The middle of the road is a good place to get run over”



B – Behavioral Change

Given sufficient reason, people will change their behavior.
But it's easier if they don't have to.



C – Complexity

Can you convey your point of view simply? Do you have a point of view

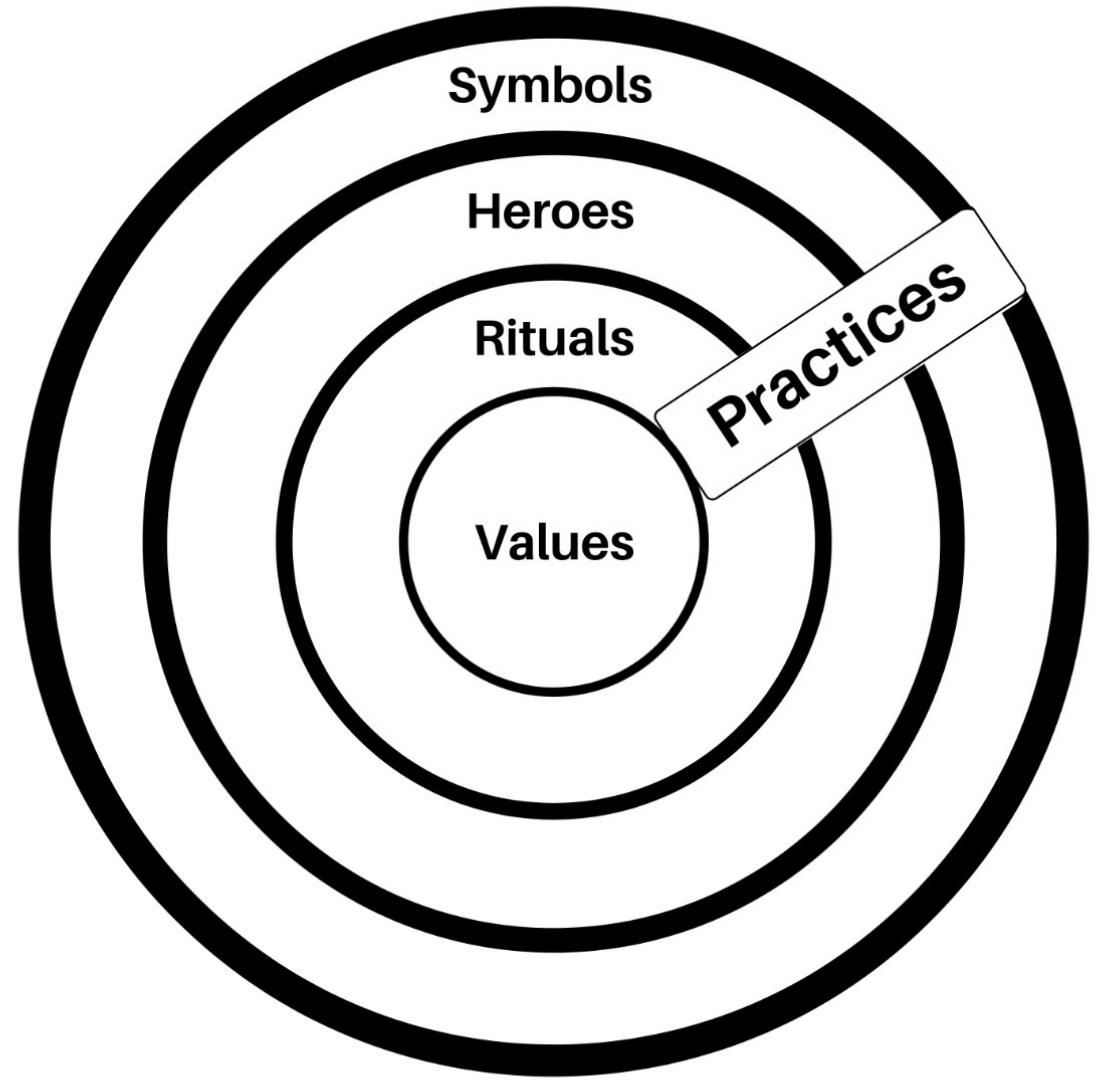


D - Diffusion

How do people get to know about you?



Building a
congruent
brand



Source: Hofstede

Why not choose
someone else?

Why choose me

Who am I



Your brand
promise

Attribute	Description	Asset
PRODUCT	What is the value you deliver? Can you measure it? Is it differentiated?	Expertise, Education, Experience
PRICE	Can you save money? Can you make money? Can you prove it?	Case studies, benchmarks
PLACE	Where will you be seen? How is your expertise accessible?	Showcasing expertise
POSITIONING	How will you communicate your value	Media channels, Executive presence (dress, speak, write, listen), Symbols, Rituals, Values

Messaging Planner

**Most
sustainable AV
designer**

**She does it
again!**

What's your
superlative

***Best use of AI in
AV***

**Most reliable
AV tech ever**

- I'm the best
at _____
- I'm the only

- I can do ____ and ____ in
_____ and
so _____.
- I'm the highest
paid _____ because
_____.

Marketing tools



Awards



Certifications



Case Studies



**POVs – videos,
reels, articles, fast-
takes**



**Industry
recognition**

Media Plan

Channel	Topic	Frequency	Next Action
Intranet			
LinkedIn			
Instagram			
YouTube			
AVIXA			
Twitter			
Conferences			
Alumni Networks			
Industry bodies			
Internal Committees			
Other Online			

Be a star!

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