

The Power of Personal Branding

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**Really no much
difference with
product or
service
branding
except that “Its
all about you”**

**The good thing is
that the process
of making your
personal brand is
entirely in your
hands**

Did you know?

There are 3 persons in a person

- **The one person that you really are**
- **The one that you want the world to see you as**
- **The one that the world see you as**

Personal Branding is Gold in this Information Age

Build it within the correct platforms!

- ✓ **Personal Branding** is all of the ways you establish your personal image in the eyes of people.
- ✓ Your brand is the expression in words and deed of your purpose, not just your degrees and your years of experience
- ✓ Your personal brand is a vivid indication of the best you have to offer. The performance, contributions, and values that investors, potential partners, and prospects, can expect from you.

In this digital age, you simply can't afford to leave your personal brand at the mercy of the public. If you don't control your personal brand, someone else will.



Analyse Some Few personal Brands?













Building A Personal Brand? Tips For Today's Executives

- **Build Your Digital Footprint**

Search in Gregory's posts, photos,...



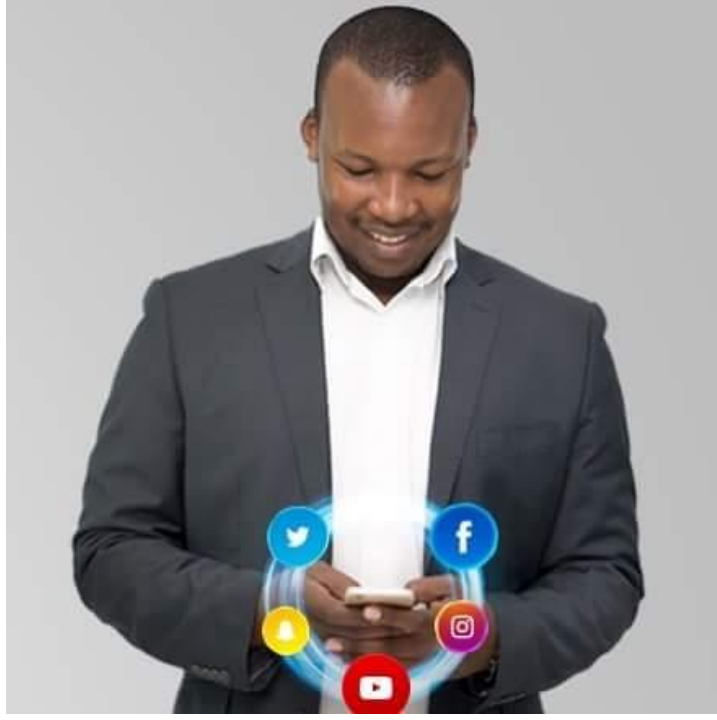
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- Friends
- Following
- Message
- More

Digital Marketing Officer at **Steward Bank**

See others who work here



Brand Strength Dimensions

The extent to which the brand is credible and genuine, with a brand experience that aligns with the brand's proposition to its customers.

How well a brand is perceived as delivering a relevant experience and meeting real needs and desires

The distinctiveness of the brand proposition, experience, and creative expression, compared to the marketplace



The ability of a brand to deliver a seamless and high quality experience across all channels and touchpoints.

The prominence of the brand both inside and outside of its category, as well as across important channels and touchpoints.

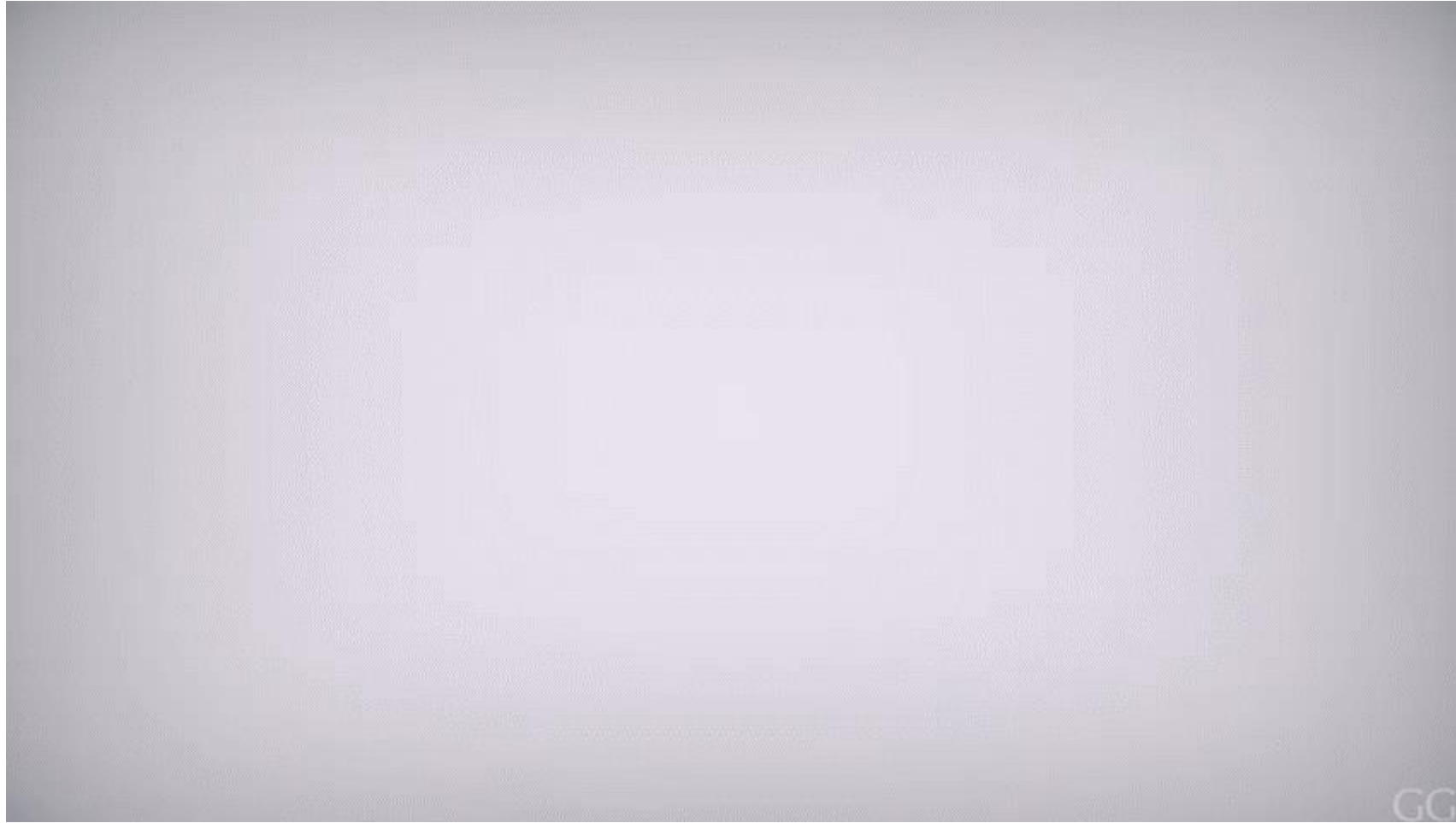
The extent to which the brand inspires dialogue, emotional affinity, and long term relationships.



*Personal Branding
is a full time
commitment
to the journey of
defining yourself.*

#GrowChangeGrow





Building A Personal Brand? Tips For Today's Executives

Continued...

- Understand Yourself
- Be Consistently Good
- Be Transparent Above All Else
- Don't Compare Yourself To Established Execs
- Keep Building Your Credibility
- Know What You Stand For
- Establish Your Differentiation And Plant Your Flag
- Focus On Delivering Your Best Work
- Be Interested In Others
- Consistently Gather Feedback And Insights
- Be Consistent Across Platforms

As a brand, you should have your own anchor statement.

“I will make America great again.”

“I Am as Fit as a Fiddle”

“Zimbabwe is open for business”

“Yes we can”

“Chiringazuva chatsvuka chikakwata”

“This is my Story and I am sticking to it”

As a personal brand you can also have your own sound



As a Personal Brand you can also have your own move or Dance or Attire

- Neymar
- Ronaldo
- Winky D
- Jah Prezah
- Robert G. Mugabe
- Odiline Kava
- Shakira

The Benefits of A strong Personal Brand

- Positive Reputation

The obvious benefit of a strong personal brand is the power of a positive, highly regarded reputation that precedes and paves the way for you whether you're submitting a resume, asking for a date, making a sales call, leading a negotiation, offering a book for sale, contending for a plum keynote speech role, or prevailing in any other encounter.

- Stand out

having a strong personal brand allows you to stand out in your professional circles, amongst your colleagues, and online. The ability to be noticed by a hiring manager or recruiter is often half the battle toward eventually landing the role of your dreams. Personal branding allows you to differentiate yourself from a sea of other candidates, and drive awareness for the unique professional skills you bring to the table

- **Create focus and intention**

Being clear about the various components of who you are and what you stand for allows you to more clearly define where to invest your own career activities. You invest in education that feeds the specific skills you're trying to amplify. You pursue roles that directly align with the professional legacy you're trying to leave. You spend your time creating content that reinforces your desired reputation

Open up relevant opportunities

Professionals who put a stake in the ground about the specific skills they bring, the specific audiences they serve, or the specific opportunities they're seeking, tend to be more memorable

Clarify career decisions

When it comes to your career, you're going to be faced with many decisions that can take you down very different professional paths. And everything you do will either strengthen or weaken your desired personal brand

- **Permission to be yourself**

The personal branding process assures you that it's okay to be yourself. If you've built your life on pretenses — on attempts to be someone you are not — this assurance is a huge relief. Personal branding is about expressing your authentic self by allowing you to be the person you are meant to be.

- **Gains in confidence**

You develop confidence as you develop your personal brand. That confidence comes from looking at your strengths and knowing that you have many positive qualities to share. Your personal brand done well highlights your strengths and gives you a direction in which to use them.

- **Building credibility**

Your actions, which align with your brand, validate that you can be trusted and show that you are credible.

- **Showcasing your specialty**

You need to specialize and have an area of expertise. When asked what you do best, your answer can't be "everything." No one knows what that means. To develop a specialty, the best place to start is with what you know.

Lets look at 2 case studies of Personal Brands

Personal Branding: A Case Study of Jesus Christ

- Yes, it may seem crass to talk about Jesus Christ in the context of personal branding. Jesus started his ministry with no desire for self-promotion but merely, ministering to offer mankind salvation.
- Yet, none of you can deny that Jesus of Nazareth is the single most influential personal brand of the last 2,000 years.
- In fact, when you examine Jesus Christ through the definition of personal branding- the power to influence the emotions, perceptions, and actions of others – Jesus' brand is as big as it could get.

Why Does Jesus' Brand Work?

- *Authority and Credibility*

Most Christians view the gospel as the source of knowledge of God's kingdom and as the absolute, infallible rule book on human behaviour. In the same way, personal brand authority is what attracts new business, creates more opportunities and drastically shorten sales cycles.

- *Emotional power*

Issues like salvation, sin, eternal life and damnation all evoke overwhelming emotions that can change the course of nations, shake communities and alter entire communities. When people form an emotional attachment to your personal brand, it becomes hard for them to separate themselves from you- they're in for the long haul.

- *Timelessness*

Jesus cannot be misquoted, discredited or degraded. The New Testament described him as a 'flawless' man. He has a collective church infrastructure to support Christianity and millions of missionaries all over the world doing his work. Simply put, Jesus' brand is immortal. People should know you, not by the organization you work in but for your profession, your domain

Jesus' Domain

Speaking of domains, a domain provides a base upon which to build a brand. Jesus' domain and personal brand is Christianity. His domain motivates charitable giving, comforts those at loss, breeds the occasional cult and at some level fuels the Christmas economy.

Personal Branding: A Case Study of Donald Trump

Trump's brand has been built on being provocative such that every time he criticizes, denounces, berates or bully's others, his brand only gets stronger.

Given that presidential campaigns are basically marketing campaigns with the candidates being the brands- it's obvious that Trump did something right from a personal branding perspective.

Top Personal Branding Tips from Trump

- **Anchor Statement**

“I will make America great again.”

- **Take Control of your brand**

With over 2.5 million Twitter followers and more than 680,000 likes on Facebook, Trump attracts a huge audience by churning out bitter criticism about everything

Clearly, this man did not stumble into his reputation- he has crafted his brand as the man everyone loves to hate.

Whether you are a CEO or an underwriter or a marketer, you need to start assessing your personal brand.

- **Differentiation**

While Clinton rooted her presidential campaign on the fact that she has in-depth experience in government, Donald Trump went in the opposite direction and based his campaign on his business acumen.

Donald presented himself as a presidential candidate that would function more like a CEO of a company than a head of state. This made him appear as a revolutionary who would bring change to the entire political industry and ultimately won him the majority votes.

- ## Brand Story

Never underestimate the power of a good story. In this case, Trump crafted a narrative based on the present challenges facing America and used it to explain why he's running for president.

The story was relevant to the audience and unique compared to most narratives. A strong narrative on why you do what you do can connect you to customers, employees and investors at a deeper level.

No one will remember all the details on your resume, but they'll definitely remember your story.

“If a man is called to be a street sweeper, he should sweep streets even as a Michelangelo painted, or Beethoven composed music or Shakespeare wrote poetry. He should sweep streets so well that all the hosts of heaven and earth will pause to say, 'Here lived a great street sweeper who did his job well.'”

Martin Luther King Jr.

See you at the top!

Thank you