



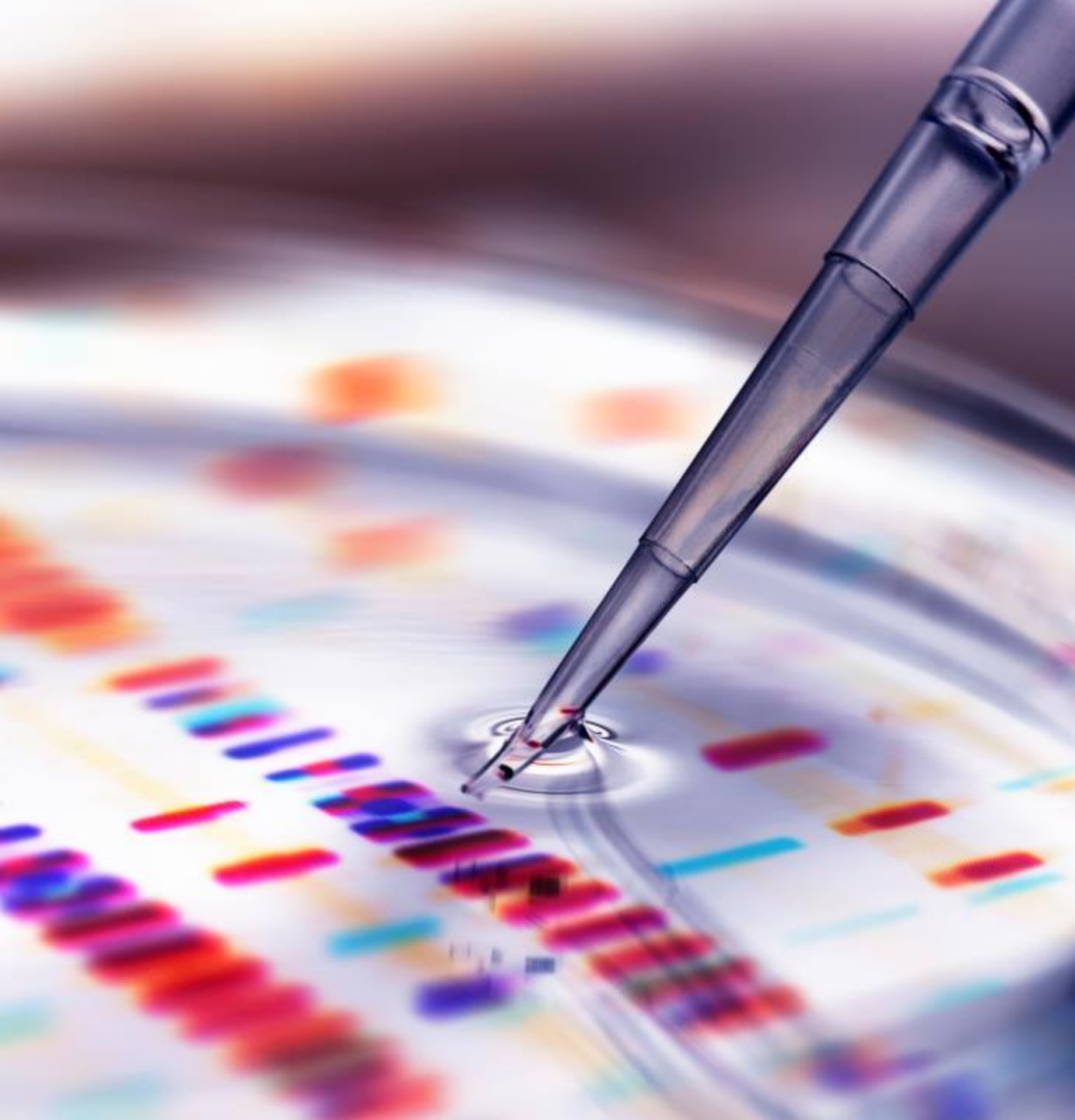
**DISRUPT OR BE DISRUPTED: BUILDING
PERSONAL BRANDS THAT THRIVE IN
TURBULENCE**

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AGENDA

1. Introduction
2. Why This Matters Now
3. What Is Personal Branding
4. Disruption In The Insurance Ecosystem
5. The Value of Personal Branding
6. Building A Resilient Brand.
7. Platforms For Influence
8. Risks & Reputation Management
9. Leadership Branding Examples
10. Your Brand Blueprint
11. Conclusion



Turbulence: a state of conflict or confusion

Similar: turmoil, instability, disturbance, disruption, disorder, upheaval

Personal Brand: the consistent perception others have of the value you bring

**Your personal brand exists, whether you shape it or not.
Author or subject?**



LEADERSHIP BRANDING EXAMPLES

STRIVE MASIYIWA

KEY LESSONS

- **DISRUPTION CREATES WINDOWS OF OPPORTUNITY—** Masiyiwa turned regulatory roadblocks in Zimbabwe into a launchpad in Botswana.
- **UNDERSTANDING LOCAL DYNAMICS** (Like informal economies) can give you a strategic edge.
- **PERSONAL BRAND RESILIENCE:** Even after setbacks and loss of control, Masiyiwa's commitment to his vision led him back to Mascom

LEADERSHIP BRANDING EXAMPLES



COLONEL SANDERS

KEY LESSONS

- **DISRUPTION ISN'T THE END**—It's a new beginning.
- **AGE IS NO BARRIER:** He built KFC after 65.
- **PERSISTENCE PAYS OFF:** Over 1 , 000 rejections didn't stop him.
- **ADAPTABILITY IS KEY:** He pivoted from restaurant owner to franchising pioneer



CONSEQUENCES OF PASSIVITY

- Loss of relevance
- Career stagnation

OPPORTUNITIES OF DISRUPTION

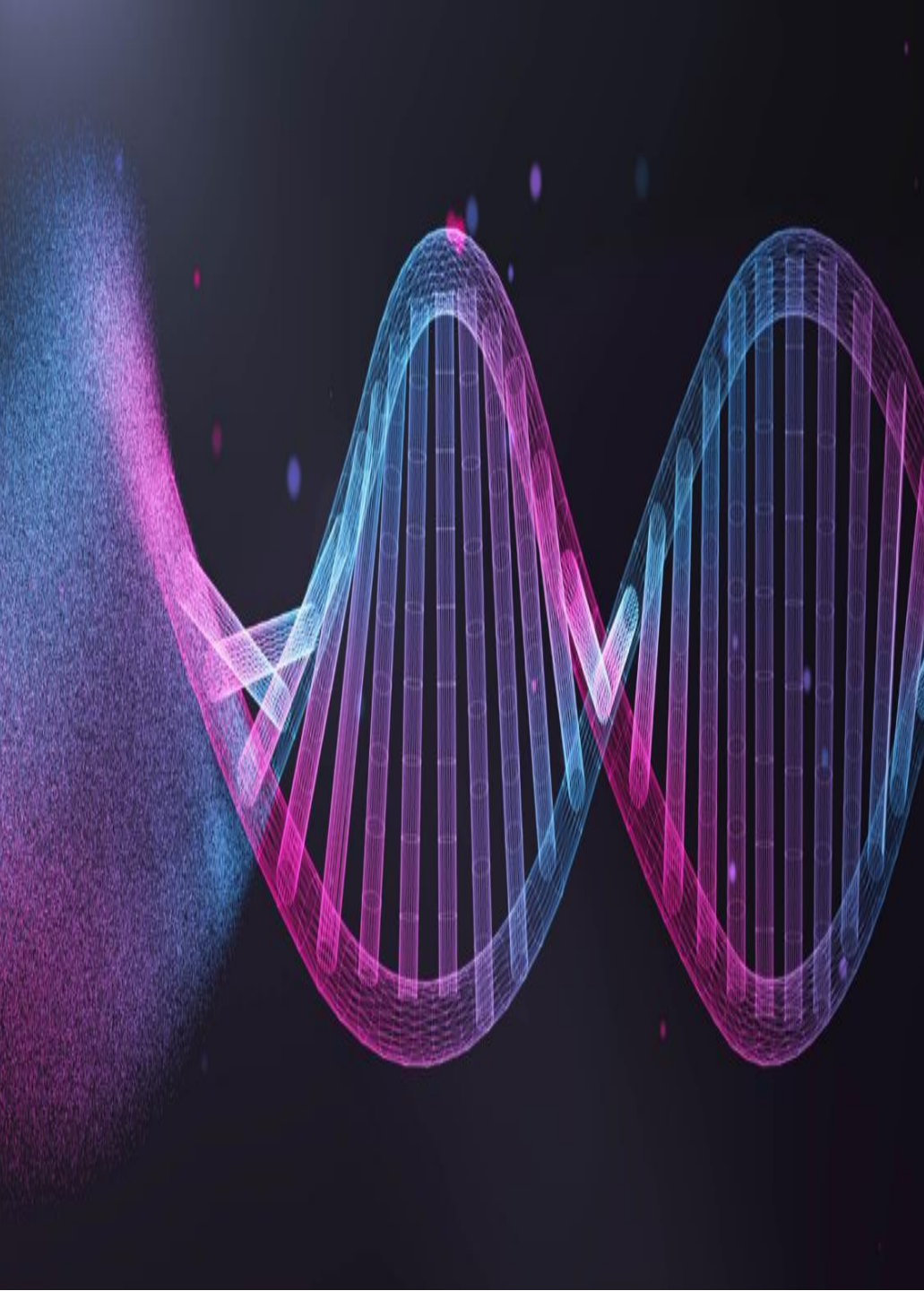
- New careers/specialties
- Early adaption earns authority

QSN: One industry change that scares opportunity it might hold



WHAT IS PERSONAL BRANDING?

- Strategic reputation management



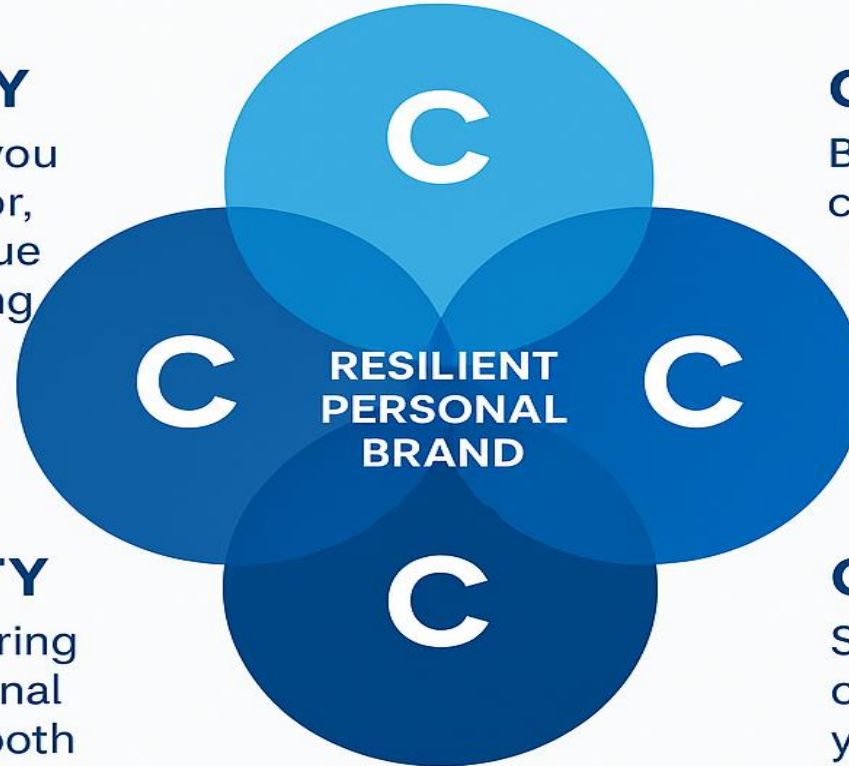
THE VALUE OF PERSONAL BRANDING

- Enhances credibility and trust
- Drives thought leadership
- Builds distinction, visibility, and impact
- Positions you as a change agent

THE 4Cs OF A RESILIENT PERSONAL BRAND

CLARITY
Knowing exactly who you are, what you stand for, and the unique value you bring

CONNECTIVITY
Creating and nurturing meaningful professional relationships — both online and offline



CREDIBILITY
Building trust by consistently delivering on your promises and showing your expertise publicly

CURRENCY
Staying relevant by continuously upgrading your skills, knowledge, and adaptability



BUILDING A RESILIENT BRAND

- Vision: What legacy are you building?
- Voice: What conversations are you leading?
- Visibility: Where are you showing up?
- Value: What impact are you creating?
- Vulnerability: How are you evolving?



5 ACTIONABLE PILLARS FOR BUILDING A RESILIENT BRAND

- **Clarity:** Know your values, strengths and unique voice
- **Credibility:** Build trust through expertise and authenticity
- **Visibility:** Show up consistently online and offline
- **Adaptability:** Stay relevant by learning and evolving
- **Community:** Engage with networks that amplify your brand

PLATFORMS FOR INFLUENCE

DIGITAL & SOCIAL MEDIA PLATFORMS

- LinkedIn
- X (Twitter)
- Instagram
- Facebook
- YouTube
- Podcast platforms (Spotify, Apple Podcasts)

PROFESSIONAL & INDUSTRY PLATFORMS

- Industry conferences & summits
- Trade associations & membership bodies (IISA, IIZ, LIMRA, etc.)
- Professional journals & magazines
- Webinars & online masterclasses

OWNED PLATFORMS

- Personal website or blog
- Email newsletters
- Online courses

COMMUNITY & RELATIONSHIP PLATFORMS

- Mentorship programs
- Professional networking events (BNI, Chamber of Commerce, local business meetups)
- Alumni associations
- Charitable boards & community projects





RISKS & REPUTATION MANAGEMENT

- Pitfalls: overexposure, misalignment
- Safeguards: authenticity, consistency
- Crisis communication and feedback loops

LEADERSHIP BRANDING EXAMPLES

- CEOs, innovators, thought leaders
- Lessons: reinvention, resilience, relevance



YOUR BRAND BLUEPRINT

- What do you want to be known for?
- How does your brand align with your mission?
- Action Plan: audit, influence map, content strategy



YOUR BRAND

- What is your brand in 3 words?

- Reflection: What do people say about you when you are not in the room?



CALL TO ACTION

- Recap: Disrupt yourself before the market disrupts
- If you don't define your brand, someone else will
- Challenge: one brand building action per week

Competence

A

Adaptable

c

Ethics

Initiative

Trust

c

Visible

Truthful

Vision

o

u

CREDIBILITY

t

INSPIRING

a

Integrity

b

Confidence

i

Responsibility

l

Caring

i

Appreciative

t

Follow-through

y

- The future belongs to the visible, the credible and the adaptable. Be that person

conclusion

END OF PRESENTATION



- “In turbulence, leadership brands are not just built—they are tested.”
-Anonymous