

Personal Brand Image

Objectives & Flow

Objectives:

- Grounding on what a Personal Brand Image is
- Clarity on how to define and build your Personal Brand Image

Flow

- What is a Brand and Why is it Important?
- Defining Your Personal Brand Image
- Building Your Personal Brand Image
- Create an Action Plan

What is a Brand?



What About Personal Brand?



Your Personal Brand Image

- It's YOUR story – who you are and what you stand for
- How you differentiate yourself
- Also – how others perceive you

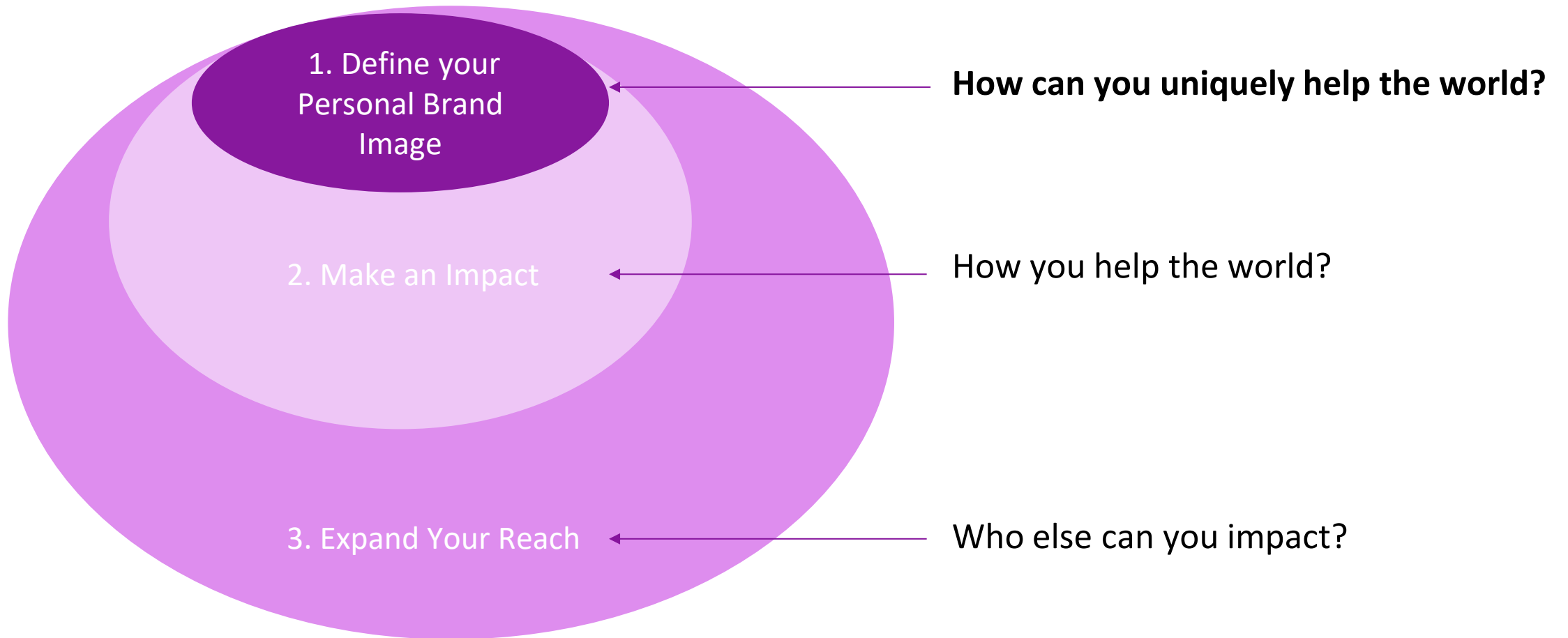
Why It's Important

- Is with you throughout your life and career
- It affects the first impression that people form of you
- It affects how people relate to you and how you can expand your impact

Today

- **Define** your Personal Brand Image
- How to **Build** your Personal Brand Image

1. Build Your Personal Brand Image



Define Your Personal Brand Image

Answer the following questions

- What makes you Unique?
- What do you Value?
- How do you Show Up?

What Makes You Unique?

- Your differences are your superpowers
- What is your mix of background, culture, gender, class, ethnicity, etc.?
- What is your area of expertise?
- What's an example of how you have used your background, skills, experience to help others?

What do You Value?

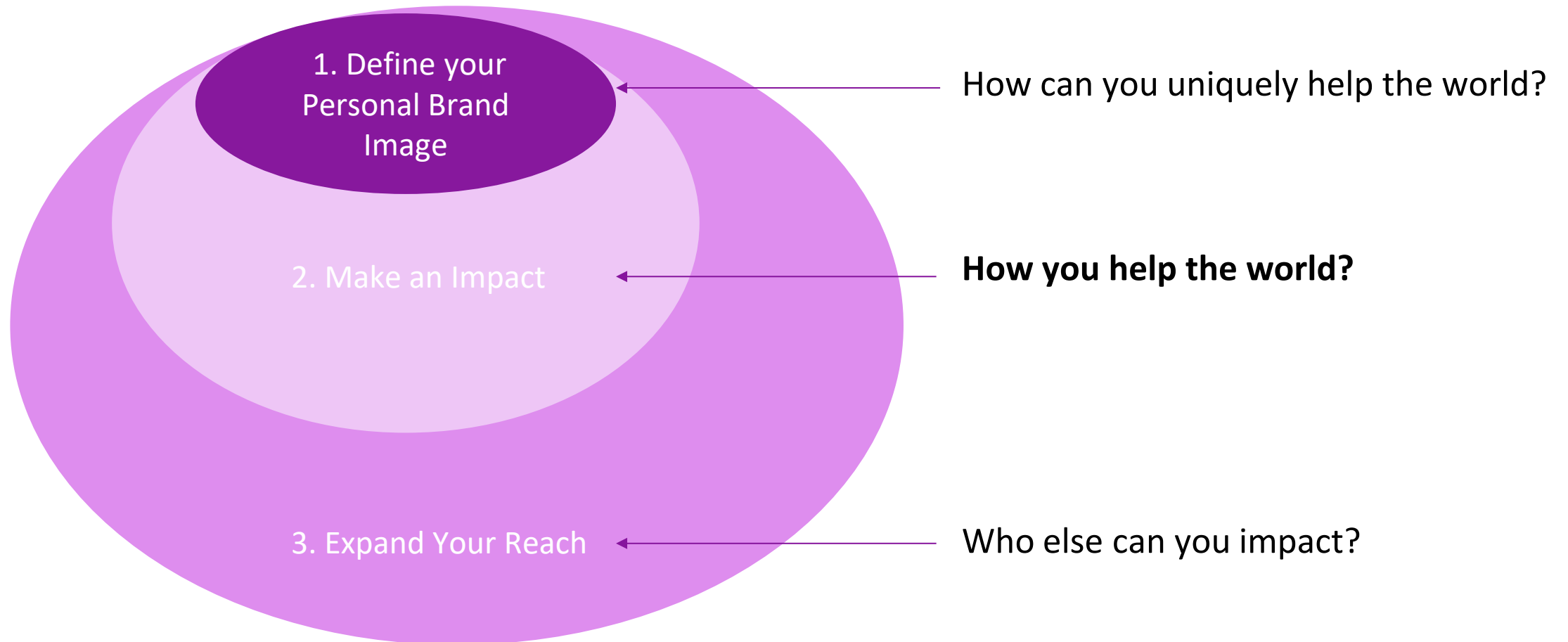
- What are some moments when you were happiest? Why?
- What are some moments when you were most proud? Why?
- What are some moments when you were most fulfilled? Why?
- What are words that you used to describe the moments?
 - Examples: Honesty, enthusiasm, hard work, confidence, perseverance, beauty, family, respect, power, service, achievement, security, generosity, faith, etc.

How Do You Show Up?

- What's your attitude?
- How do you behave/act?
- How do you present yourself?
- Do your actions reflect your values? How?
- How do you communicate and engage others?
- How do you dress and look?



2. Make an Impact

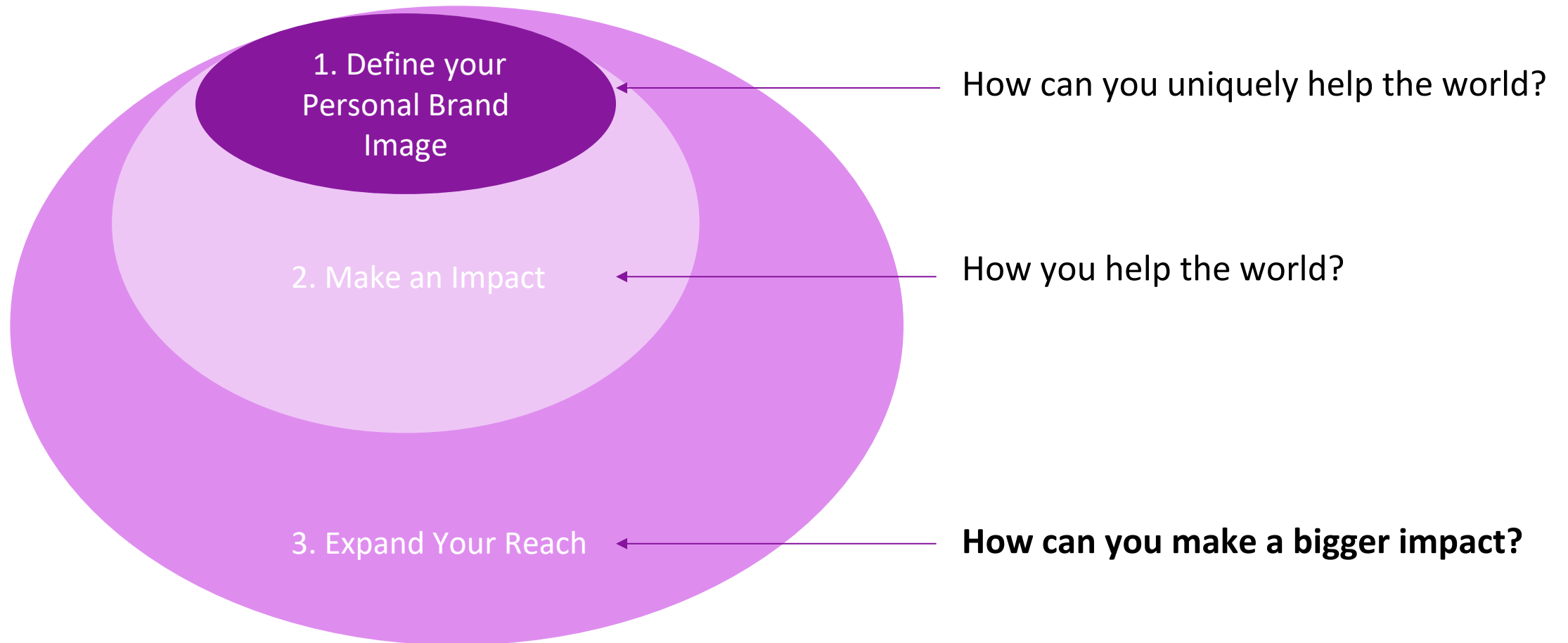


Impact

How have you helped the world?

- What type of impact is important to deliver?
- What's your expertise?
- What type of situations do you work well in?
- Who is involved in delivering the impact?

3. Expand Your Reach



Expand

How can you make a bigger Impact?

- Who is in your network now?
- How strong are your connections?
- Who else would you like to have in your network?
- How could you communicate your Impact within your network?
- How could you build your network to make a bigger Impact?

Personal Brand Image - Amoila Cesar

What's his Style?

What makes Amoila Unique?

- From humble beginnings to the top of the fitness world

What does he Value?

- True fitness comes from both pushing your muscles to new limits as well as nurturing your mind

How does he Show Up?

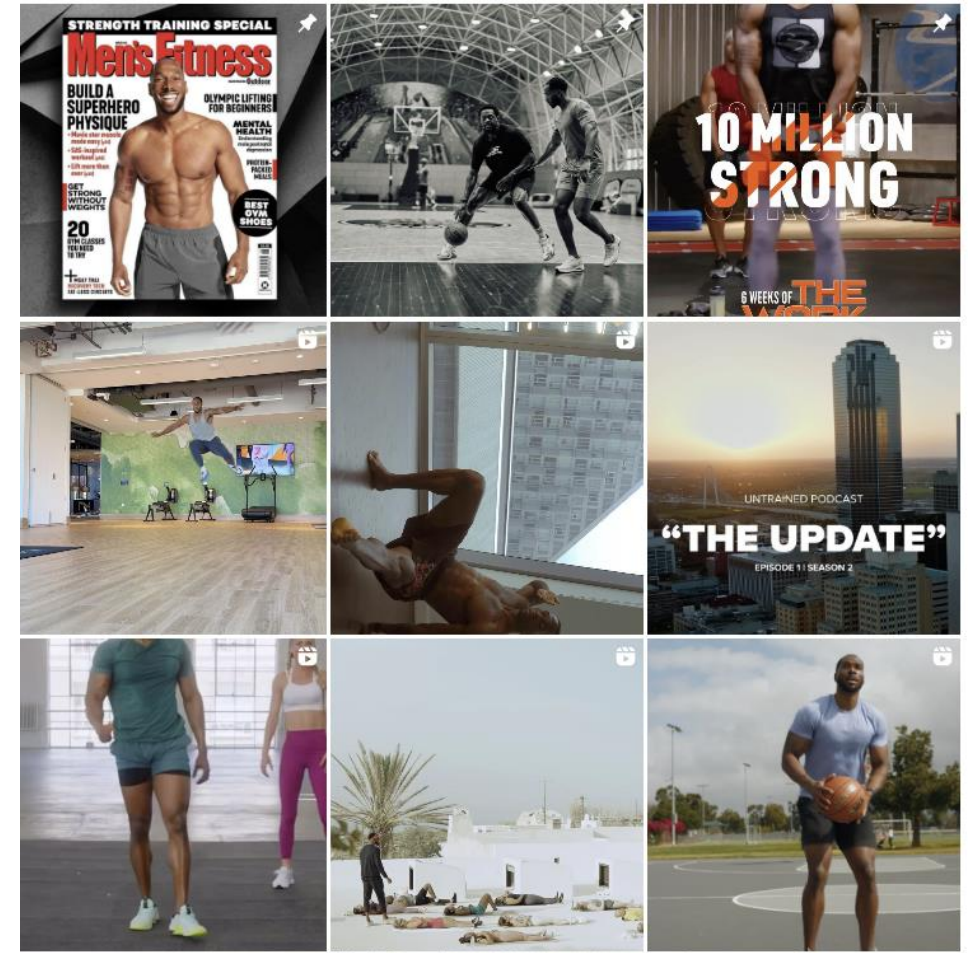
- Amoila is described as

How does he Impact the world?

- Transformed the physiques of A-list stars as well as professional athletes playing in the NBA - helping them achieve feats of power, speed and endurance that fuel legendary actions.

How does he Expand his Reach?

- PR, Social channels
- Supplements + apparel



Draft Your Image & Plan to Build it

- Define your Personal Brand Image
 - What makes you unique?
 - What do you value?
 - How do you show up?
- Draft a Plan to Build your Personal Brand Image
 - How do you positively **Impact** the world?
 - What can you do to build stronger connections and **Expand** your reach?

Thank You!