

By: Kemi Ogunkoya

Personal Branding For Career Success



Today's Discussion

Introduction

Why Branding ?

The P.I.E

What You Should do

The Charge



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Not their real names

Real Stories



Bola

Senior Manager in a Tech Company

Is never asked to represent the company at events



Emeka

Associate in a Law Firm

Has been passed over for promotion two times consecutively



Halima

Team Lead

Doesn't engage in conversations during meetings



Vincent

Account Manager
Feels unfulfilled, believes there is so much more to him than the job he does

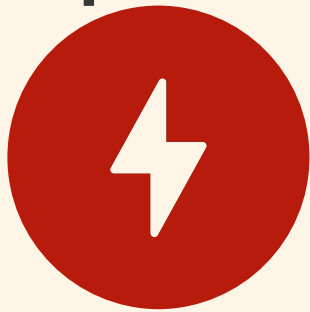
Personal Branding Is the act of identifying, positioning, and promoting one's self in the professional world, and its popularity and importance are reaching an all-time high.



Personal
Branding Is
Critical to Your
Career's Future.



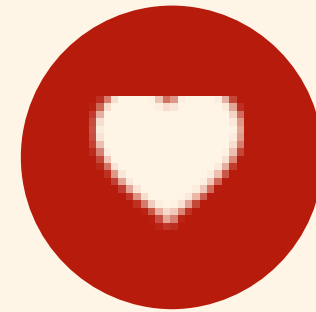
Why Is Personal Branding So Important for Career Success?



it allows you to position yourself in a way that makes you stand out in the pack

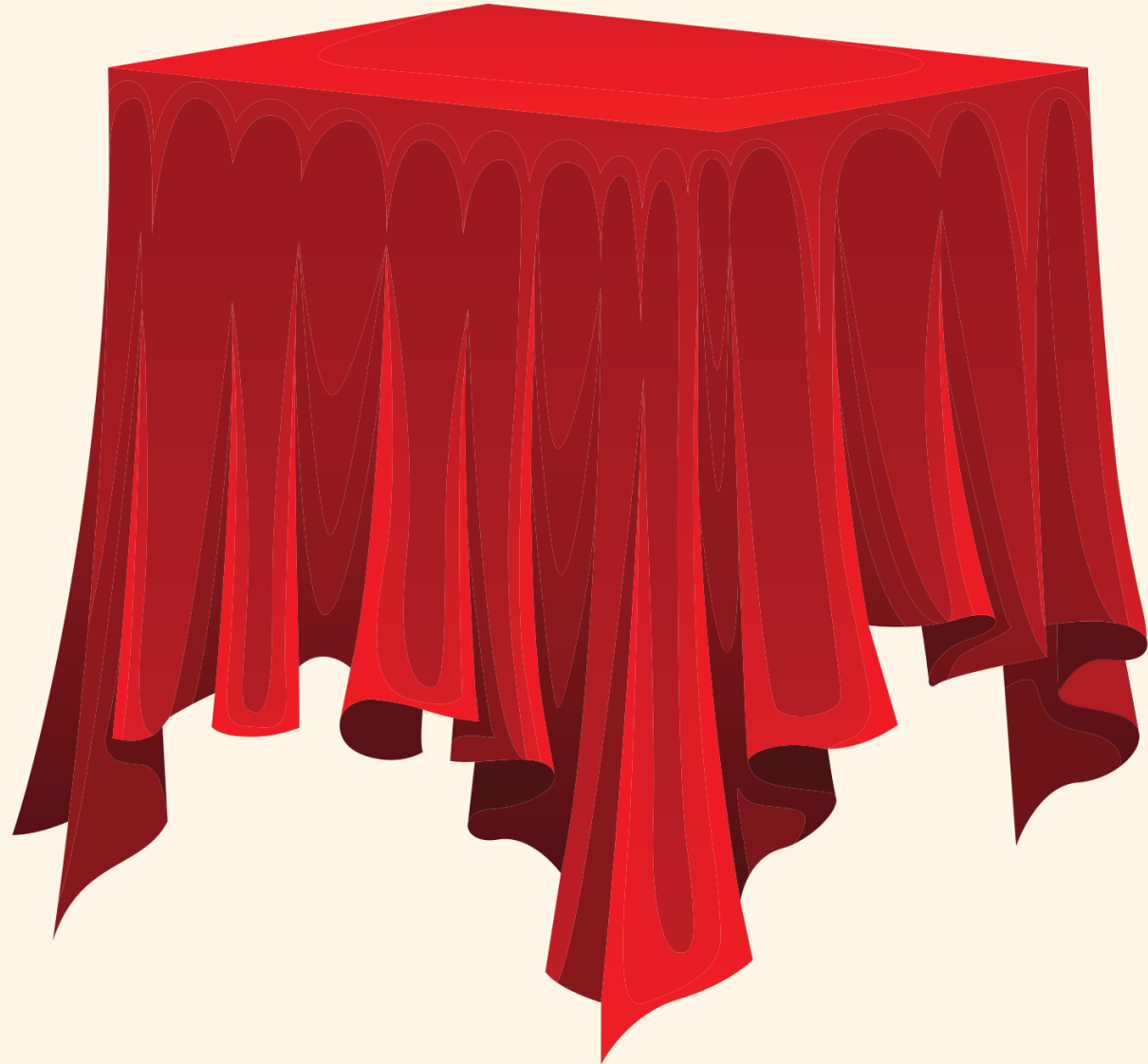


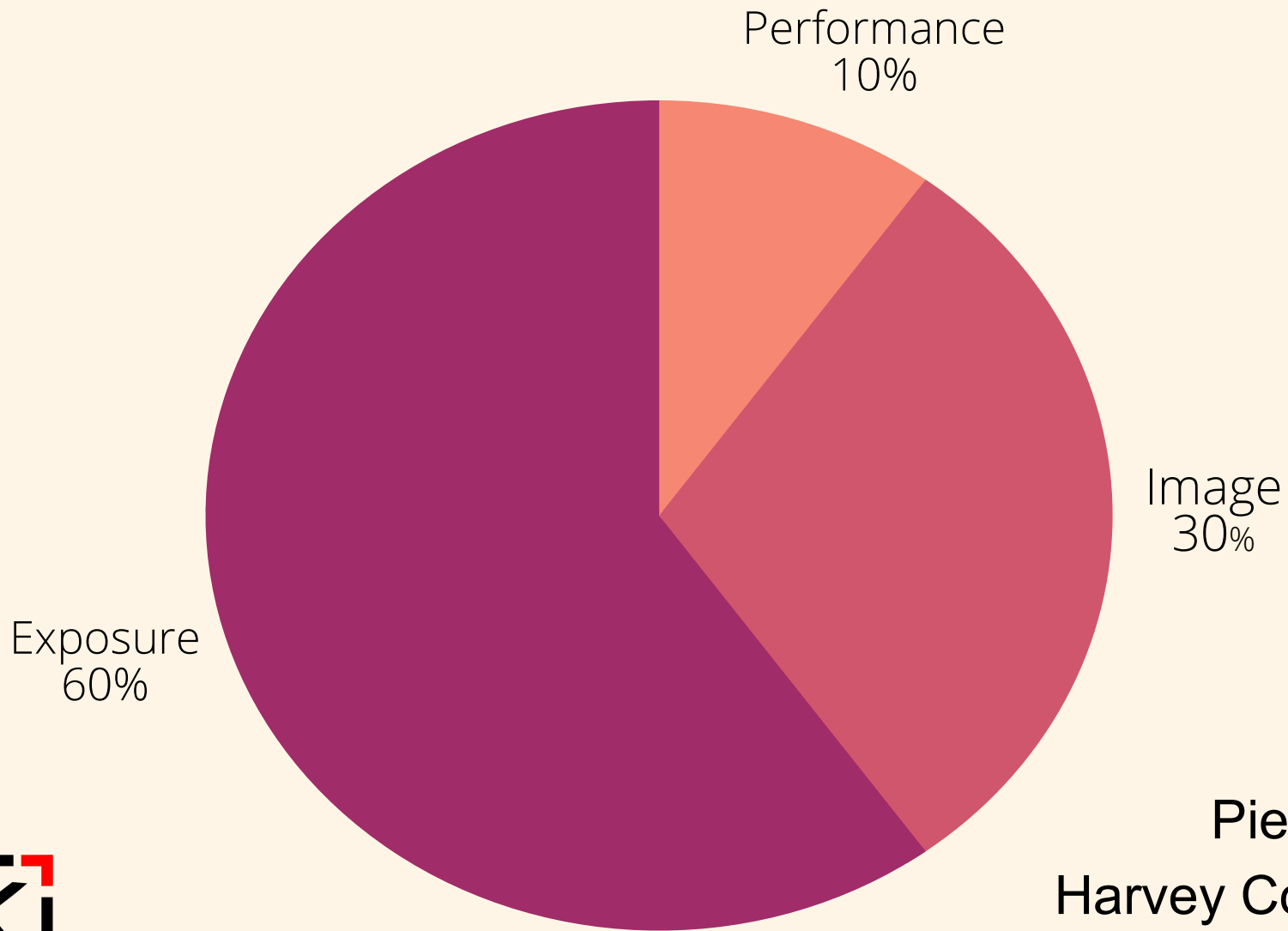
it strategically, creatively, and professionally helps you achieve your desired results



it significantly enhances your value, fulfillment and worth.



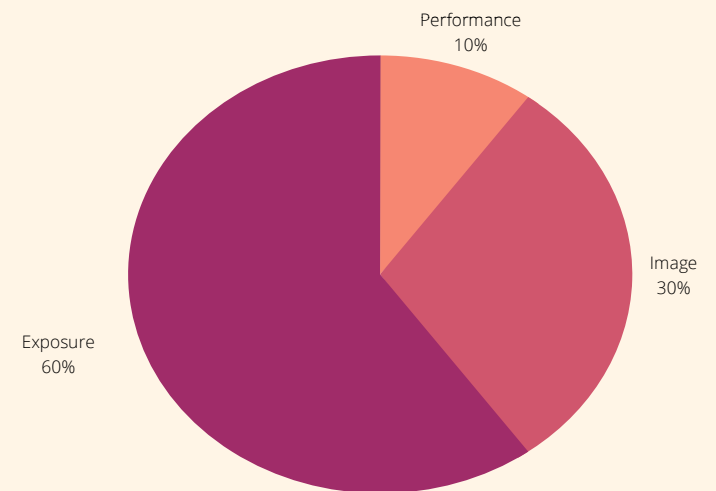




Pie Model
Harvey Coleman, 1996



- **Performance:** What is the quality of your results?
- **Image:** What do other people think of you?
- **Exposure:** Who knows about you and the value you bring?





**You are
your
own
brand**





EMPLOYEE
INFLUENCE

TO DO





Adopt the Dozen Model Leadership Framework

SOURCE

The Leadership Guardian:
How Futurists Develop Visionary
Leadership At Home, Work and In Nations
by **Kemi Ogunkoya**





Let's Connect



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THANK YOU