

2017 IIA INDONESIA NATIONAL CONFERENCE

M.O.V.E. FORWARD 

Mastery, Open-Minded, Value, and Ethics

Personal Branding

Are You Being Seen?

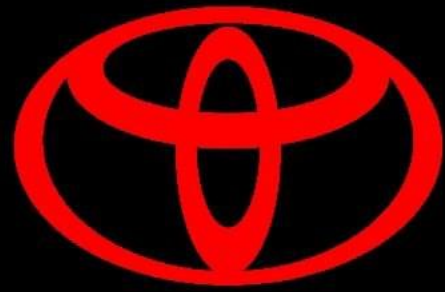
Shagen Ganason, CIA

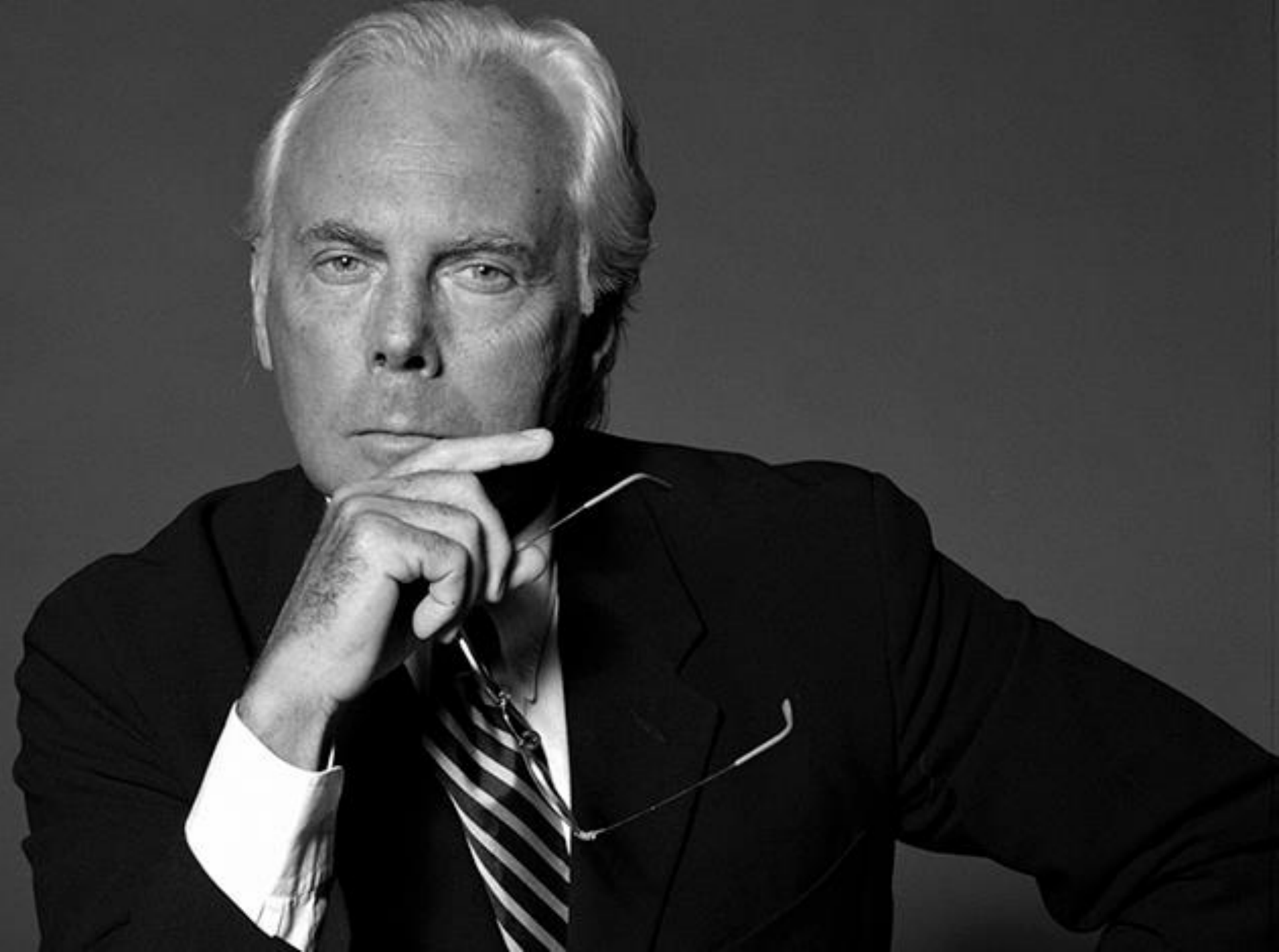


WHAT IS A BRAND?











BECAUSE IT'S
YOU

EMPORIO ARMANI





TRUMP

MAKE AMERICA GREAT AGAIN!





WHAT IS PERSONAL
BRANDING?

Wikipedia says....

Personal Branding is a description of the process whereby people and their careers are marked as brands... success comes from **self-packaging**.

A sunset over a forest of evergreen trees. The sun is low on the horizon, casting a warm, golden glow across the sky and the tops of the trees. The sky is filled with soft, wispy clouds, and the overall atmosphere is serene and peaceful.

How do I come up with a personal brand?

I am a(n)....



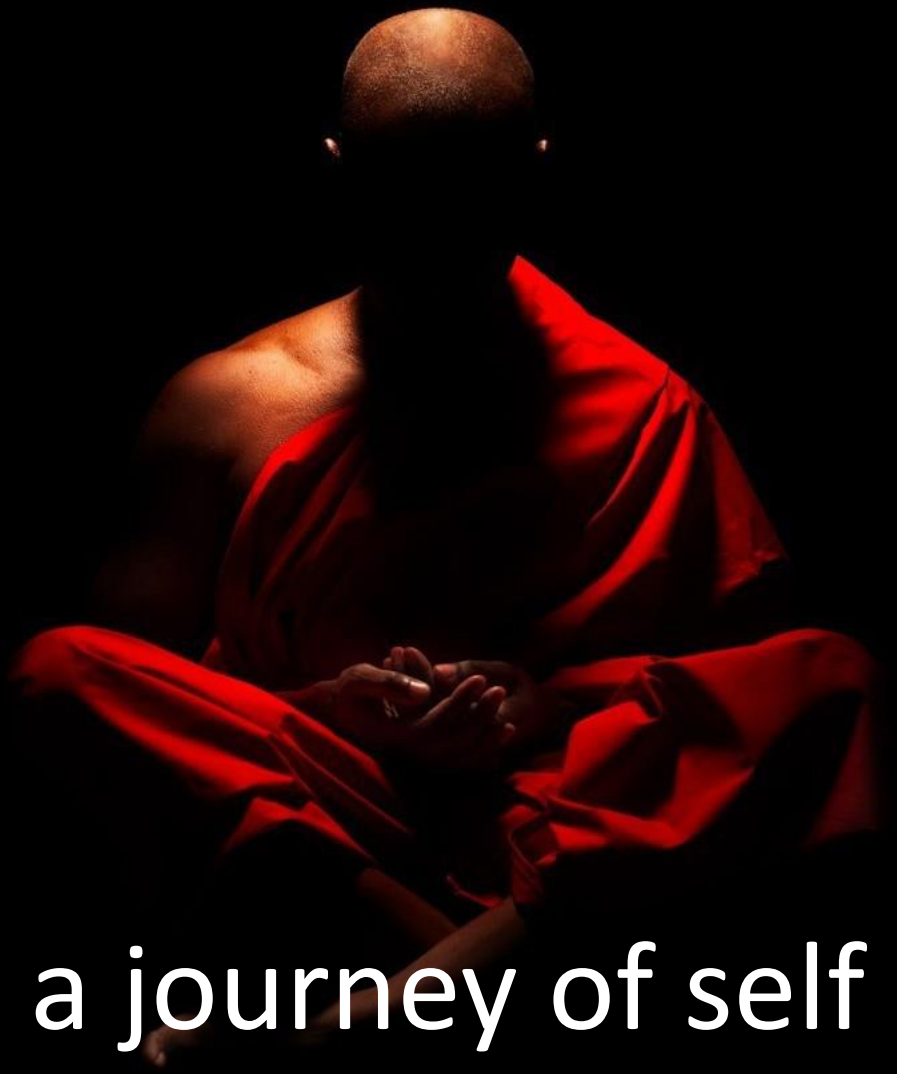
Who am I ???

What do I want ???

What do I need to get there ???

WHO AM I?





Lets go on a journey of self discovery!

Who Am I ?



Who Am I?



Strengths

- What advantages do you have that others don't have?
- What do you do better than anyone else?
- What do other people (and your manager, in particular) see as your strengths?
- Which of your achievements are you most proud of?
- What values do you believe in that others fail to exhibit?
- Are you part of a network that no one else is involved in? If so, what connections do you have with influential people?

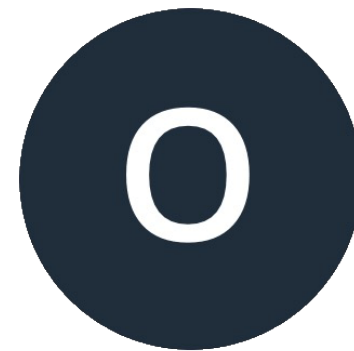
Who Am I ?



Weaknesses

- What tasks do you usually avoid because you don't feel confident doing them?
- What will the people around you see as your weaknesses?
- Are you completely confident in your skills? If not, where are you weakest?
- Do you have personality traits that hold you back in your field? For instance, a fear of speaking in front of management.

Who Am I ?



Opportunities

- Is your industry growing? If so, how can you take advantage of the current market?
- Do you have a network of strategic contacts to help you, or offer good advice?
- Are any of your competitors failing to do something important? If so, can you take advantage of their mistakes?
- Do your customers or stakeholders complain about something in your company? If so, could you create an opportunity by offering a solution?

Who Am I?



Threats

- What obstacles do you currently face at work?
- Are any of your colleagues competing with you for projects or roles?
- Is your job (or the demand for the things you do) changing?
- Does changing technology threaten your position?
- Could any of your weaknesses lead to threats?

A person is sitting inside a glowing tent in a mountain landscape at night. The tent is illuminated from within, casting a warm yellow light. The person is silhouetted against the light. The background shows a range of snow-capped mountains under a dark blue sky. The foreground is a dark, rocky slope.

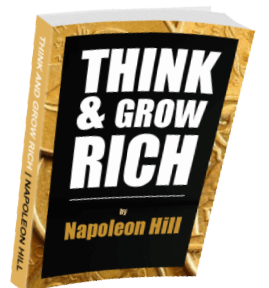
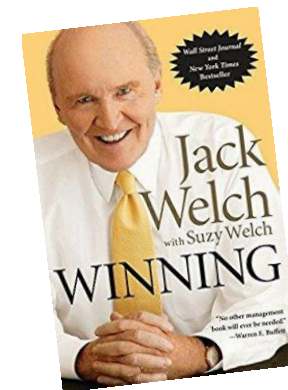
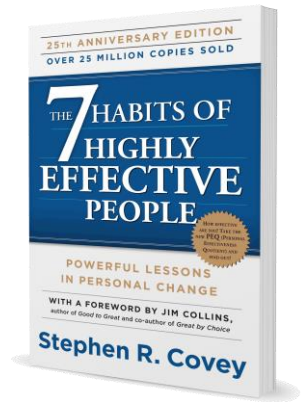
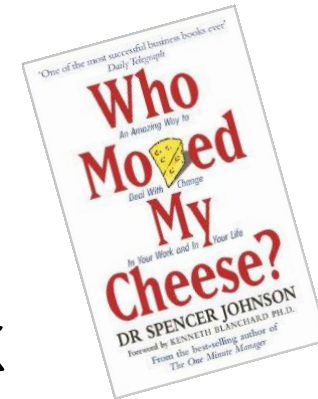
Do I like who I am?

The Power of the mind – reinvent
yourself

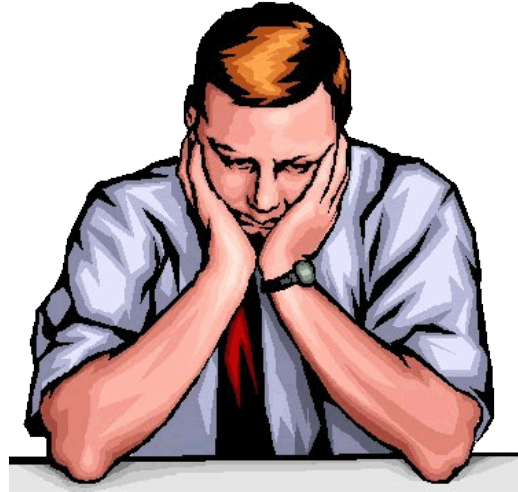
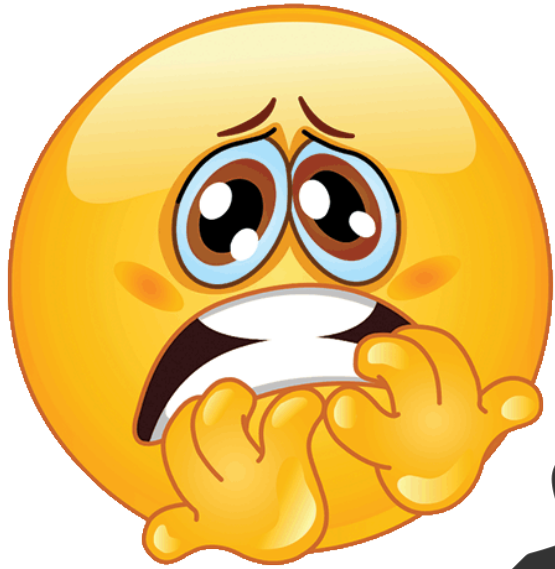
How to reinvent yourself?

Resources:

- Autobiographies – take your pick
- Self help / motivational books – Think and Grow Rich by Napoleon Hill
- Seminars – Personal Development
- 7 Habits of Highly Effective People
- Personal Coaches



Address your weaknesses



What do I want?

If you want something you have never had, you must be willing to do something you have never done.

Thomas Jefferson



A black road bicycle is leaning against a metal fence on the right side of the image. The background is a blurred city street at night, featuring a bokeh effect of colorful lights in shades of blue, green, yellow, and red. The overall mood is contemplative and urban.

Make a statement

Look at your opportunities....

Don't forget the most important thing!

Your **HEALTH** and your **FAMILY!**



A person is standing on a rocky mountain peak, looking out over a vast, hazy landscape of rolling hills and mountains under a cloudy sky. The scene is captured in a cinematic, slightly desaturated style with warm tones. The text is overlaid in a clean, white, sans-serif font.

What do I need to get there?

Set your goals high, and
don't stop till you get there.

A long, straight road stretches from the foreground into the distance, flanked by snow-covered hills and mountains. The sky is filled with dramatic, dark clouds, with a bright light source breaking through in the center. The overall color palette is cool, dominated by blues, greys, and whites.

What do I need to get there?

Personal Improvement

A long, straight road stretches from the foreground into the distance, flanked by snow-covered hills and mountains. The sky is filled with dramatic, dark clouds, with a bright light source breaking through in the center. The overall color palette is cool, dominated by blues, greys, and whites.

What do I need to get there?

Attitude Adjustment

A long, straight road stretches from the foreground into the distance, flanked by snow-covered hills and mountains. The sky is filled with dramatic, dark clouds, with a bright light source breaking through in the center. The overall color palette is cool, dominated by blues, greys, and whites.

What do I need to get there?

Education / Skills Training

A long, straight road stretches from the foreground into the distance, flanked by snow-covered hills and mountains. The sky is filled with dramatic, dark clouds, with a bright light source breaking through in the center. The overall scene is desolate and evocative, suggesting a journey or a quest.

What do I need to get there?

Certification

A long, straight road stretches from the foreground into the distance, flanked by snow-covered hills and mountains. The sky is filled with dramatic, dark clouds, with a bright light source breaking through in the center. The overall color palette is cool, dominated by blues, greys, and whites.

What do I need to get there?

Yoga

A long, straight road stretches from the foreground into the distance, flanked by snow-covered hills and mountains. The sky is filled with dramatic, dark clouds, with a bright light source breaking through in the center. The overall color palette is cool, dominated by blues, greys, and whites.

What do I need to get there?

Personal Mission / Vision Statement

A person is climbing a vertical rock face. The climber is silhouetted against a bright, golden sunset sky with scattered clouds. The rock face is textured and shows some horizontal ledges. The climber is positioned in the upper left quadrant of the image, reaching up with one arm.

Set Goals

- Set challenging goals (it's okay to fail)
- Make short and long term plans
- Re-evaluate short term and long term priorities and change as needed
- Do everything for a reason

You are one step closer!

Define your brand!

Your Goal:

Align your strengths with the
needs of the company / audience
to show how you add value



Take Aways

1. Fear is our biggest enemy
2. A positive mental attitude is our best asset
3. Failure is our best teacher (learn to fail but don't fail to learn)
4. Never compromise your integrity
5. Be kind
6. Just do it!

Once you know
Who you are,
What you want, and
What you need to get there

You will be
miles ahead of the crowd

Believe
in yourself
— & —
you will be
Unstoppable



Be the CEO of your life.

Robin S. Sharma