

# 5 Steps to build your PERSONAL BRAND



## STEP 1

### Self-awareness

Understand your strengths, weaknesses, values, and goals to shape your brand authentically and effectively. Present a genuine and compelling image within your organization and externally.



## STEP 2

### Unique Value Proposition

Define the unique value you offer, showcase your expertise, accomplishments, and what sets you apart in the market. Communicate your strengths and benefits clearly.



## STEP 3

### Online & Executive Presence

Manage it. Curate a consistent and professional image across digital platforms and in person. Enhance your visibility and credibility. Align behaviors with personal brand values.



## STEP 4

### Networking Skills

Build meaningful, authentic relationships and connections with centers of influence. Connect with others regularly in an impactful way to foster professional growth.



## STEP 5

### Consistency & Authenticity

Remain true to your values and message across all interactions and touchpoints. Build trust, credibility, and reinforce your brand identity in a coherent and trustworthy manner.