
KnowThyBrand

Personal branding

AN OVERVIEW



WHAT IS PERSONAL BRANDING?

Unpeeling your unique value and communicating it in a way that is genuine to create new opportunities.



- We all have a personal brand, whether we know it or not, and whether we proactively manage it or not.
- We all have perceptions and associations about the people around us, and people around us have associations and perceptions about us. Working on your personal brand is about optimising these associations.
- Personal branding is NOT about creating a fictional character that we bring to work.



PERSONAL BRAND STRATEGY: OUTCOMES



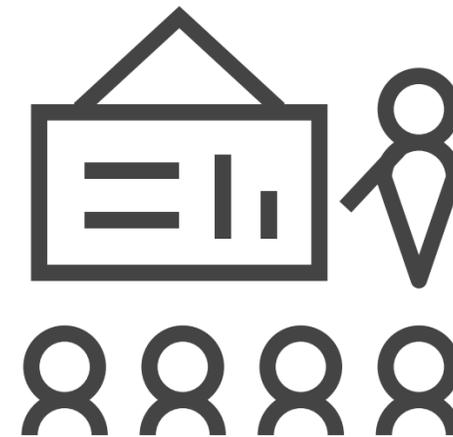
Unlock your
super power



Boost
confidence



Differentiate
from the
competition



Effective
communication



Develop
thought
leadership



HOW TO DEVELOP A STRONG PERSONAL BRAND

STEP 1: DEFINE YOUR BRAND

WHO you are in the context of work: clearly define what you do and what benefit you bring to whom.

WHY you do what you do (and if you don't see any value in your current work, it's time to change job!)

WHAT you want to achieve career wise and how you are going to get there. Your **VALUES** and how they align to the values of the company you work for or planning to work for.

REASONS to believe: list them, not to share them but for YOU to acknowledge and remember.



HOW TO DEVELOP A STRONG PERSONAL BRAND

STEP 2: COMMUNICATE YOUR BRAND

From social media to podcasting, from networking to public speaking, from guest blogging to cross-unit groups, communicating your personal brand is about finding venues, online and not, where to demonstrate your thought leadership.

In a way that works for YOU.



THE VISION OF YOUR SUCCESS

That clear image in your mind of your success. It could be you shaking hands with the Prime Minister, speaking in front of your 1,000+ employees, or simply you in your office knowing that you are having a really good time doing what you enjoy.

Whatever that image is, hold on tight to it. Because when things get shaky, and you feel like giving up, if you focus on that image you will know that giving up you will never get there. And when things go well, it's a good reminder to pat yourself on the shoulder (thing that too often we forget to do)





KnowThyBrand is an accredited social enterprise dedicated to empowering women in business.

We love innovation and we are building a hub specifically designed around the needs and ambitions of women.

Our mission is to provide effective solutions to empower women to start and grow their career and break through the corporate glass ceiling with confidence.

We work with individuals providing personal brand strategy solutions for women in career.

We work in partnership with organisation to help champion their female talent and create a real impact.

ABOUT KNOWTHYBRAND'S FOUNDER



KnowThyBrand was founded in 2014 by Giulia Iannucci.

Giulia is a brand strategist and digital marketing consultant with over 18 years of experience gained across the EU, the UK, Asia and Australia. Her clients include Fortune 500 companies and multinational businesses.

Giulia is a social entrepreneur dedicated to helping women in businesses to build sustainable businesses and career paths through strategic branding and effective inclusion solutions.





Need help with your
personal brand?

CONTACT US

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FIND OUT MORE

www.knowthybrand.com

ACCREDITATION

Societal impact company (SIS)

Gouvernement du Grand-Duché de
Luxembourg