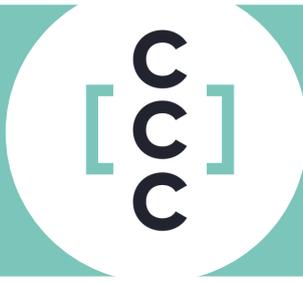


**TIME TO MAKE AN
IMPA**



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WHEN YOU WRITE YOUR STORY, DON'T LET
OTHERS HOLD YOUR PEN

CREATE A CAREER YOU LOVE

AND BUILD A PERSONAL BRAND

with impaCCCT

17 JOBS. 5 CAREERS. 1.8 YEARS/ROLE

These are predictions for how the future work will look like.

Chances that you do the same role in 5, 2 maybe even just 1 year from now on are quite slim. In fact, research suggests that over the next 10 years, about 25 Million jobs will be replaced through automation, AI and robotics.

*Technology isn't a threat.
It's the opportunity to be more human than ever again!*

It enables us to focus on human traits and characteristics, like creativity, emotions, problem solving, ... qualities that make us us.

- **Amazon** did not kill the retail industry.
They did it to themselves with bad customer service.
- **Netflix** did not kill Blockbuster.
They did it to themselves with ridiculous late fees.
- **Uber** did not kill the taxi business.
They did it to themselves with limited the number of taxis and fare control.
- **Apple** did not kill the music industry.
They did it to themselves by forcing people to buy full-length albums.
- **Airbnb** did not kill the hotel industry.
They did it to themselves with limited availability and pricing options.



Technology by itself is not the real disruptor.
Being non-customer centric is the biggest threat to any business.

..... Alberto Brea

STAYING
RELEVANT
MEANS



being aware
being analytical
being pro-active
being creative
being adaptive

Entrepreneurship ISN'T A TITLE OR STATUS.

IT'S A *Mindset*

YOU ARE YOUR ONLY *Insurance*

So invest in it and build your Personal Brand

**Personal Branding is NOT about fame.
Personal Branding is NOT about being loud.
Personal Branding is NOT about you.**

Personal Branding is your Reputation

It's what other people say about you
when you are not in the room.

*It is what others associate with you (and your value) based on all experiences
(online & offline, first hand or through others) they have had with you.*

Good News!

You can take control over your own Brand and Reputation through:

CLARITY on your strengths, what makes you You-ique and is in line with your values

COMMUNICATING your premium value clearly to those who matter

CAPITALISING on your strengths with confidence

Success IS A BY-PRODUCT OF *Progress*

It's about making the right decisions, followed by taking the right actions. Over and over again.

Branding ~~=~~ Marketing

Your Reputation = Your REP = Reason Everyone Pays You

Having a Personal Brand in today's society - within or outside an organisation - is the single most valuable thing you could possibly have.

Why?

- 1) People want to work with people the market trusts
(aka: people that have been "validated" or "pre-approved.")
- 2) People want to collaborate with others who have an audience and/or established network of their own.
- 3) People want to hire people who are confident in their abilities and leaders in their respective industry.
(not from a title point of view but from an attitude and traits perspective.)
- 4) People trust people who show up consistently and continuously in a certain way.
- 5) People gravitate toward those who share similar ideals, beliefs, and aspirations.

Where most get it wrong....

Brand = strategic

It is the sum of characteristics, values, and attributes that clarify what this particular brand is and is not.

It is what sticks in people's mind associated with a someone or something.

The message 'this is what I'm about and why I exist'.

Marketing = tactical

It is the active promotion of something or someone to get visibility and attention to provoke certain actions.

The is message 'buy me', 'take me',...

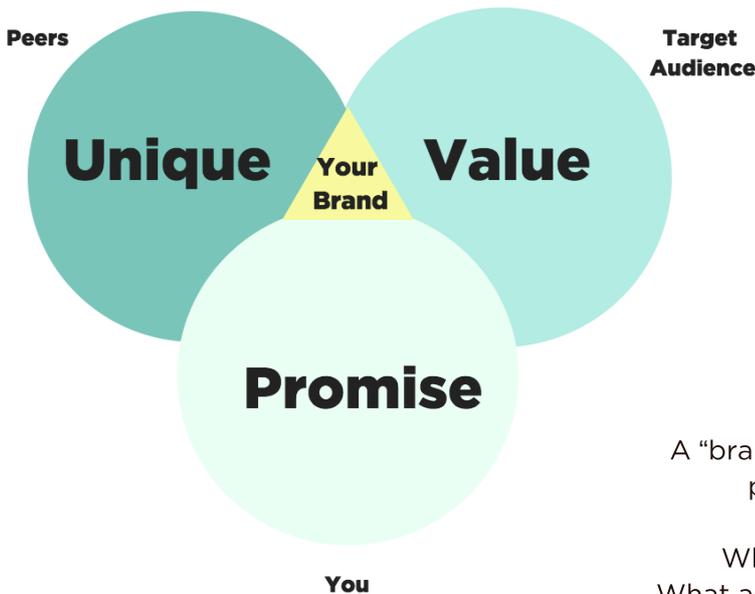
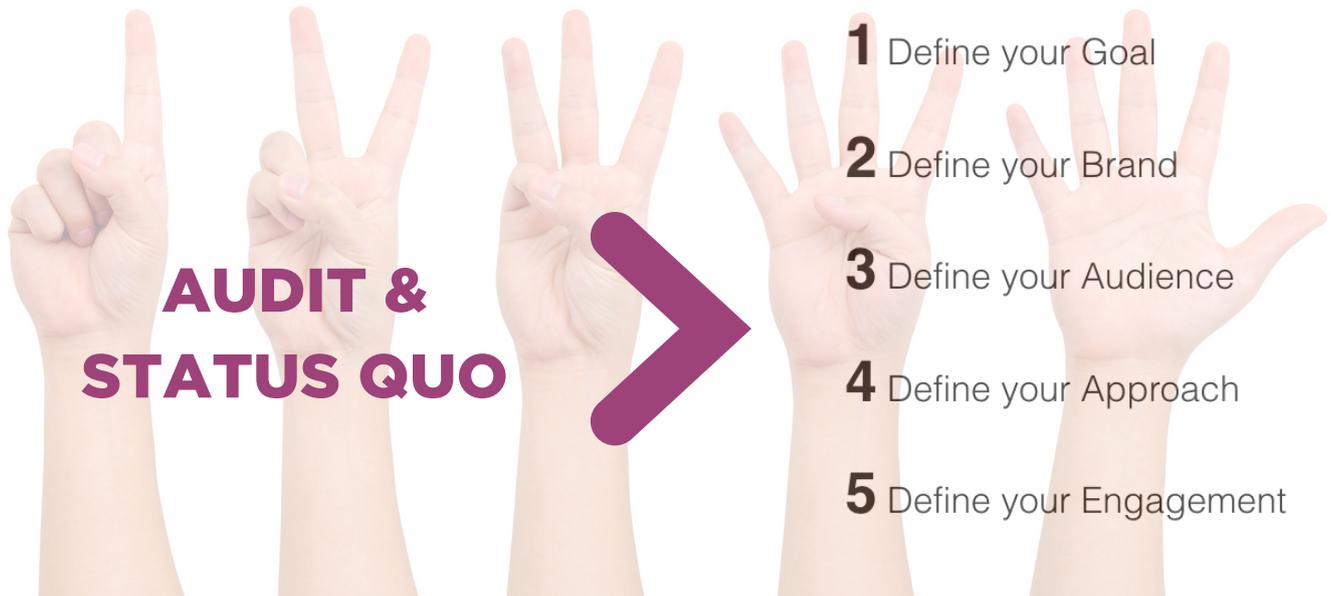
**Marketing with out Branding usually flops.
Branding on its own works.**



You don't have to be loud to be heard (or seen).



Defining your Brand



A “brand statement or promise” is like a personal mission statement.

What is it that makes you YOU?
What are you better at than anyone else?
What is it that people are happy to pay for?

CREATE YOUR OWN CAREER YOU LOVE



4

SKILL AUDIT

Just because you can doesn't mean you should.

You might be really good with numbers but you can't stand it and it feels like the biggest chore. This is called the 'curse of competency'. Sometimes you are good at it because of practice, not because of pure interest. This often leads you to a stage of good, never great as there is always someone else who is better at it because they put their heart and soul in it.

SKILL

Think of this like an inventory list of things you can do.
(Don't think about whether you enjoy them or not).

ENJOYMENT LEVEL

Allocate a number towards how much you
enjoy them.
1 = despise, 10 = love.

eg.: Presentation
Budget
Project Management

10
2
7

CREATE YOUR OWN CAREER YOU LOVE



5

INDUSTRY EXPERIENCE

Whilst each industry is special, there is always a common nominator that you liked/disliked about it. Find out what industries/environments you have worked with and what can be transferred to other industries who need the skills, expertise and relationships / networks only you have.

INDUSTRY

What industries have you worked in and using what skills?

eg.: Fast moving consumer goods - Product Development
(incl market research, presentation, creative campaigns, analytics)

NETWORK

How strong are your relationships in those industries?

I have excellent contacts and a strong
*network in FMCG but also creative agency

CREATE YOUR OWN CAREER YOU LOVE



6

PUT IT ALL TOGETHER

Whilst each industry is special, there is always a common nominator that you liked/disliked about it. Find out what industries/environments you have worked with and what can be transferred to other industries who need the skills, expertise and relationships / networks only you have.

TOP RANKING SKILLS:

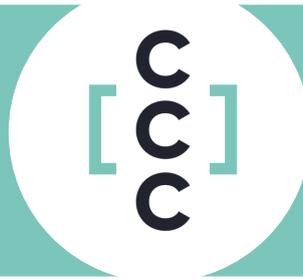
Presentation
Training
Communication

WHICH DEPARTMENTS COULD BENEFIT

HR/TRAINING
MARKETING
SALES

WHICH JOBS/TASKS COULD BENEFIT

TRAINER/FACILITATOR
RESEARCH/PARTNERSHIPS/EVENTS
KEY ACCOUNT MANAGER



Time to build your Personal Brand

1.) What is your bigger vision, your purpose in life?

Think of - how you want your kids, your partner, people who matter to you remember you? What would you be proud of to have achieved in your life?

Hint: It's not about the big boats, beach houses and overseas trips.

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2.) What do you love doing (even unpaid)?

Think of – your interests, topics and activities you enjoy reading and talking about, listening to until the cows come home. What do you do in your spare time and then, think WHY you do it! What is it that you enjoy about the activity rather than just saying eg 'fishing', 'exercising', 'playing drums'...

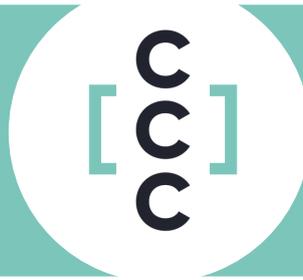
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Time to build your Personal Brand

3.) What are values and attributes important to you? (pg 9)

Please find some inspiration on page 9. Think of any aspect in your life - what's important to you; why are you choosing your favorite brands? What value do they deliver for you and what you need?

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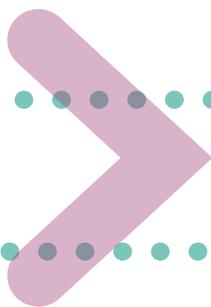
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4.) How do those values translate into actions?

Values are the base for all of our thoughts, actions and behaviours but also the base for expectations we have on other people's behaviour. How do they translate into actions that others can see, feel, hear ..?

VALUE

ACTION



.....

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5.) What would others say about you? (use attributes from pg 6 as well)

Don't forget – Personal Branding is not about you. So it is important to incorporate others in the picture. What attributes would others associate with you? What is it that you are known and valued for by others? Think about your peers, family, friends, clients, managers ...

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CREATE YOUR OWN CAREER YOU LOVE



9

Values & Attributes

Accountability

Accuracy

Achievement

Adventurousness

Altruism

Ambition

Assertiveness

Balance

Being the best

Belonging

Boldness

Calmness

Carefulness

Challenge

Cheerfulness

Clear-mindedness

Commitment

Community

Compassion

Competitiveness

Consistency

Contentment

Continuous

Improvement

Contribution

Control

Cooperation

Correctness

Courtesy

Creativity

Curiosity

Decisiveness

Democratize

Dependability

Determination

Devoutness

Diligence

Discipline

Discretion

Diversity

Dynamism

Excellence

Excitement

Expertise

Exploration

Expressiveness

Fairness

Faith

Family-
orientedness

Fidelity

Fitness

Fluency

Focus

Freedom

Fun

Generosity

Goodness

Grace

Growth

Happiness

Hard Work

Health

Helping Society

Holiness

Honesty

Honor

Humility

Independence

Ingenuity

Inner Harmony

Inquisitiveness

Insightfulness

Intelligence

Intellectual Status

Intuition

Joy

Justice

Leadership

Legacy

Love

Loyalty

Perfection

Piety

Positivity

Practicality

Preparedness

Professionalism

Prudence

Quality-
orientation

Reliability

Resourcefulness

Restraint

Results-oriented

Rigor

Security

Self-actualization

Self-control

Selflessness

Self-reliance

Sensitivity

Serenity

Service

Shrewdness

Simplicity

Soundness

Speed

Spontaneity

Stability

Strategic

Strength

Structure

Success

Support

Teamwork

Temperance

Thankfulness

Thoroughness

Thoughtfulness

Timeliness

Tolerance

Traditionalism



Time to build your Personal Brand

7.) Who is the person who influences you achieving your goal?

Remember – in order to achieve your goal, you need to get people on board and provide value to them. Think of the role you want to achieve and the people who are involved in you getting there. Who is it that you can provide value to and what commonalities do you share? Be quite specific in terms of the person you want to work with/for as having a lot of similarities, sharing the same beliefs and values etc is the moment when work doesn't feel like hard work; there is already a connection without convincing. Be as descriptive as you can!

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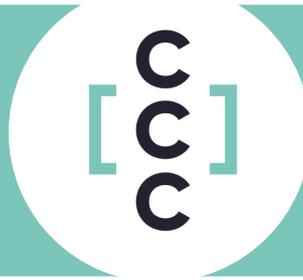
8.) What are their biggest pain points?

Hint – EVERYONE needs something! It is your responsibility to identify what it is based on match it with what you can provide. Don't wait for them to ask you to do something but think 2 steps ahead and identify what it is that you can do for them that solves their pain points. This goes way beyond the actual problem. What is it that keeps them up at night? What it is that is the underlying problem to what the 'actual' problem is?

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Time to build your Personal Brand

9.) What is the best result that you can get for people?

Remember – that has nothing to do with official qualifications or hard skills. What can you do for others that comes easily to you and you do exceptionally well, better than others? It might be being an excellent organiser or a problem solver, a great communicator who always sorts out fights ...

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10.) What is it that people always complement you on and turn to you for?

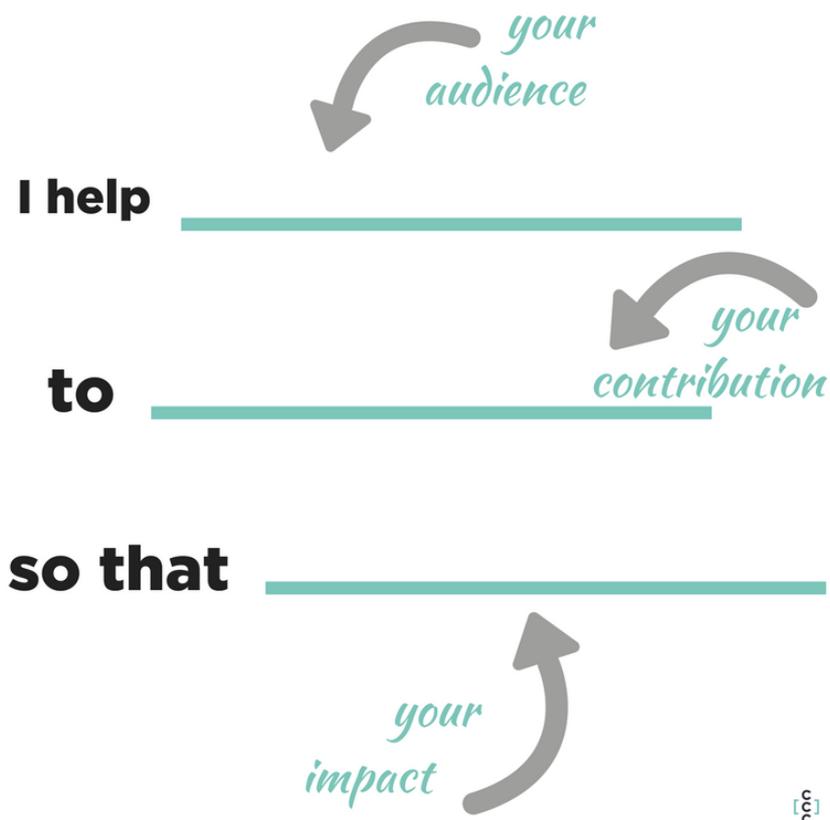
Remember – each and everyone of us has at least one super power, a trait that we can always rely on, no matter how good or bad a situation is. What is your strength that comes over and over and people notice?

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When it all comes together ...



You can never compete on price but you can compete on value - on value others perceive when engaging with you.

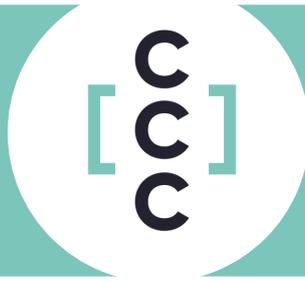
And your value is made up by YOU and YOU only.

If you don't value yourself and see the package that comes with you as premium, how can anyone else see it?

Happy Branding!

Felra

**TIME TO MAKE AN
IMPA**



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BUILDING BRANDS SINCE 2006.
LET'S BRING YOURS TO LIFE
WITH IMPACCCT