

# Personal Branding

*Are you being seen?*

Shagen Ganason, CIA



**2017 Annual Conference**  
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**Marriott Resort**  
**Momi Bay, Fiji**



**The Institute of  
Internal Auditors  
Fiji**



A dramatic landscape photograph featuring a sunset or sunrise over a body of water. The sky is filled with heavy, dark clouds, with a bright glow of light breaking through near the horizon. The water is dark, and numerous ice floes are scattered across the surface. In the background, dark, silhouetted mountains or hills are visible against the horizon. The overall mood is somber and atmospheric.

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 photograph of a sunset over a forest of evergreen trees. The sun is low on the horizon, creating a bright, golden glow that fills the sky and illuminates the clouds. The trees in the foreground are silhouetted against the bright light, creating a dark, textured line across the bottom of the image. The overall mood is serene and contemplative.

How do I come up with a personal brand?

I am a(n)....



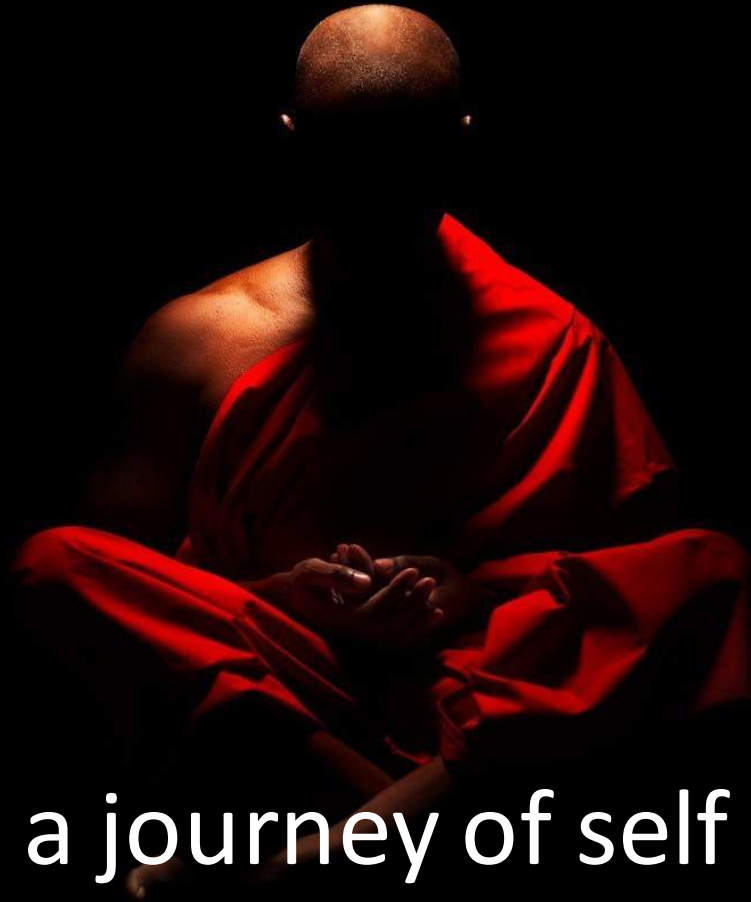
Who am I ???

What do I want ???

What do I need to get there ???

A person with long, dark hair is seen from behind, looking out over a vast landscape. The foreground is filled with dense green trees. In the middle ground, a large body of water, likely a lake or a wide river, stretches across the frame. The background shows a hazy, distant shoreline under a pale, overcast sky. The overall mood is contemplative and serene.

WHO AM I?

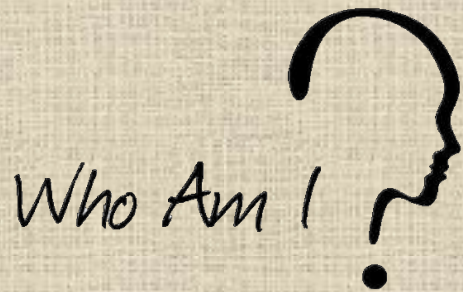


Lets go on a journey of self discovery!



Who Am I ?



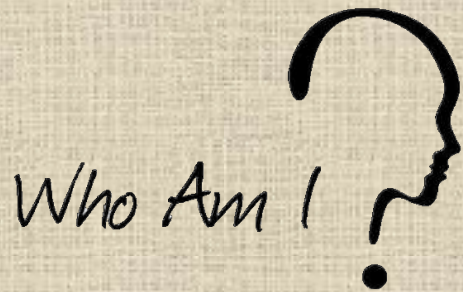


Who Am I?



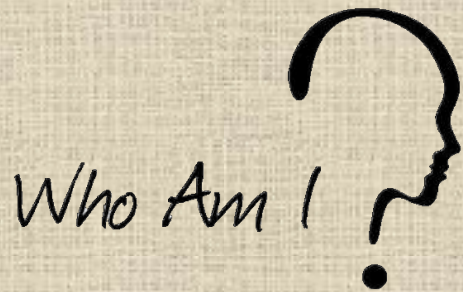
Strengths

- 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?



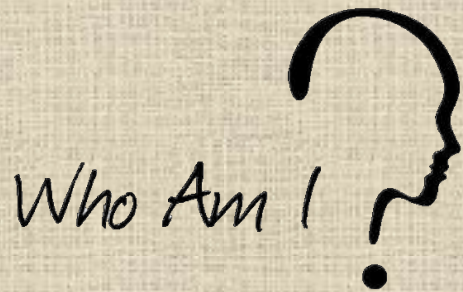
Weaknesses

- 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.



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?



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 valley at night. The tent is illuminated from within, casting a warm orange light. The person is silhouetted against the light. The background shows a dark blue night sky with snow-capped mountains and a valley with a river or stream. The overall mood is serene and contemplative.

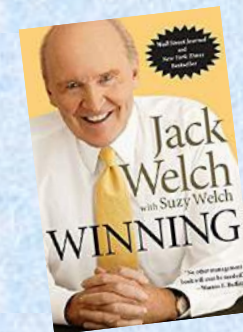
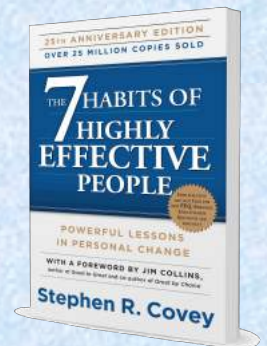
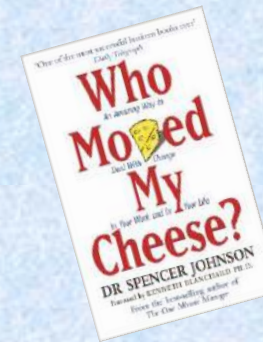
Do I like who I am?

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





A scenic landscape featuring a winding asphalt road that curves through a valley. In the distance, a person in a blue shirt is running along the road. The sky is a mix of deep blue and golden yellow, with wispy clouds and a bright sun setting over a valley. A few birds are visible in the sky. The overall mood is peaceful and inspiring.

# 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 parked on a city street at night. The background is filled with colorful bokeh lights from buildings and streetlights, creating a vibrant, out-of-focus atmosphere. The bicycle is the central focus, with its front wheel and handlebars clearly visible. The text "Make a statement" is overlaid on the left side of the image.

Make a statement

Look at your opportunities....

Don't forget the most important thing!

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



A dramatic landscape of rolling hills and mountains under a cloudy sky. The foreground shows a grassy slope with some rocks. In the distance, a small cross is visible on a peak. The overall tone is dark and atmospheric.

What do I need to get there?  
Set your goals high, and  
don't stop till you get there.



# What do I need to get there?

Personal Improvement

Attitude Adjustment

Education / Skills Training

Certification

Yoga

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 vertical cracks. The climber is in a dynamic pose, reaching up with one hand and foot on the rock.

# 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*

A wide-angle photograph of a mountain range under a cloudy sky. The foreground shows a grassy slope with some rocks. In the middle ground, a person is standing on a prominent, rounded rock formation. The background consists of numerous layers of mountains, creating a sense of depth. The overall tone is somewhat muted and atmospheric.

Be the CEO of your life.

Robin S. Sharma