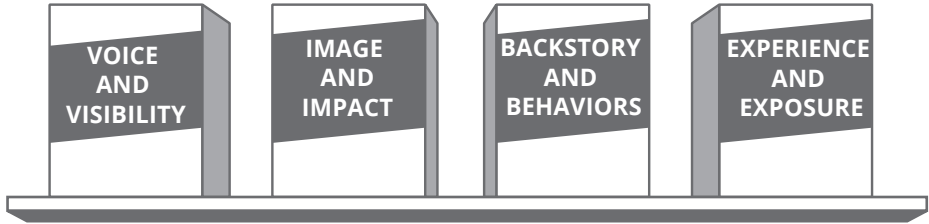


## CHAPTER 37 DRAFT BLUEPRINT: GOT VIBE?

Brand is a powerful tool used by corporations to represent themselves and their products. Similar principles can be applied to personal branding while appreciating the depth and dimension of individuals.



### Cue the Qs

- What do you look for in a brand?
- Would you trust a brand you have never heard of?
- What would it take? Would personal testimonials influence your decision?
- Would you be inspired or moved to action without a compelling story?

Personal branding is defined in the aforementioned review as “a strategic process of creating, positioning, and maintaining a positive impression of oneself, based in a unique combination of individual characteristics, which signal a certain promise to the target audience through a differentiated narrative and imagery.”

After studying around 100 articles, the authors also elucidated a ‘process’ for building a personal brand that entails what the authors call three “second-level attributes” of personal branding: *reflexivity, agency, and differentiation*.

*Reflexivity* underscores the importance of raising self-awareness and reflecting upon individual characteristics before projecting personal brand externally. It can be essential for discovering one’s ‘inner self’ and the introspection comprises self-identity, personal values, beliefs, self-image, and personal aims.

It’s good to reflect upon:

- What do you think your personal brand entails at this point in your career?
  - What do people perceive about your personal brand? And why?
- Where do you think your brand VIBE currently stands? Who can give feedback?
  - Where do you think the VIBE of your work group stands?

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*Agency* here emphasizes active involvement, suggesting that individuals have to act with intentionality, distinguishing branding from involuntary concepts like reputation.

Some good questions to ask yourself:

- How active are you with intentionality as it relates to personal brand building?
  - How active do you want to be? Why or why not?
- What can you do to be more active in building VIBE?
  - What can your work group do to be more active in building VIBE?

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*Differentiation* involves building a personal brand around unique and desirable characteristics, enabling individuals to stand out and access valuable career opportunities.

It is important to think about:

- What is needed to have a compelling personal brand in your area?
  - What can you do to build a more compelling personal brand?
- How do you think you can differentiate and highlight your skills for VIBE?
  - How do you think your workgroup can differentiate or highlight skills for VIBE?

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Self-awareness is the first necessary step toward personal branding. It can be followed by understanding the target audience for your personal brand and what they value.

- Highlight where you need to spend the most time: reflection, taking action or determining what differentiation entails for a specific VIBE element:

The architecture of the brand is about the desired self and how we want to be perceived as well as how we are perceived. And that brings in the element of critical self-reflection and seeking feedback to close in any gaps between desired and self-perceived identity.