



# PERSONAL BRANDING



**PERSONAL BRANDING — BEING SEEN WITHOUT SAYING A WORD**

# AGENDA

- A little about me – who I am
- My journey
- Personal branding
- Lesson's shared
- Closing comments



# A LITTLE ABOUT ME

- Who I am



# SPEAKER / STORY TELLER



# AUTHOR/WRITER/BLOGGER





**LECTURER**

# MENTOR / COACH







**ENTREPRENEUR/INTRAPRENEUR**

**COMMUNITY DO GOODER!**



**ALL HELPS TO MAKE ME...**



ITS WHO I AM

**WHAT I AM NOT!**



# HOW ABOUT YOU? TODAY IS ABOUT SHARING



**TAKE TIME TO REFLECT TODAY**



# NEW PERSPECTIVES





ARE THE RIGHT

QUESTIONS BEING ASKED?



**What** are you going to do?

**Where** are you going?

**You can't** make money at  
that

**You should** do...



WHO  
STARTS  
YOU  
\_\_\_\_\_

o  
o



What's your story?



# MY UNIQUE JOURNEY



# GRADUATION



A close-up photograph of a stack of white envelopes, likely for letters, tied together with a wide, gold-colored ribbon. The ribbon is tied in a large, decorative bow in the center of the stack. The envelopes are stacked neatly, and the gold ribbon has a subtle texture. The background is a soft, out-of-focus light blue.

# THE RESULT - LETTERS

# JANITOR









**DO YOU HAVE A BRAND???**



**BRANDING!**



**WHICH ONE ARE YOU?**



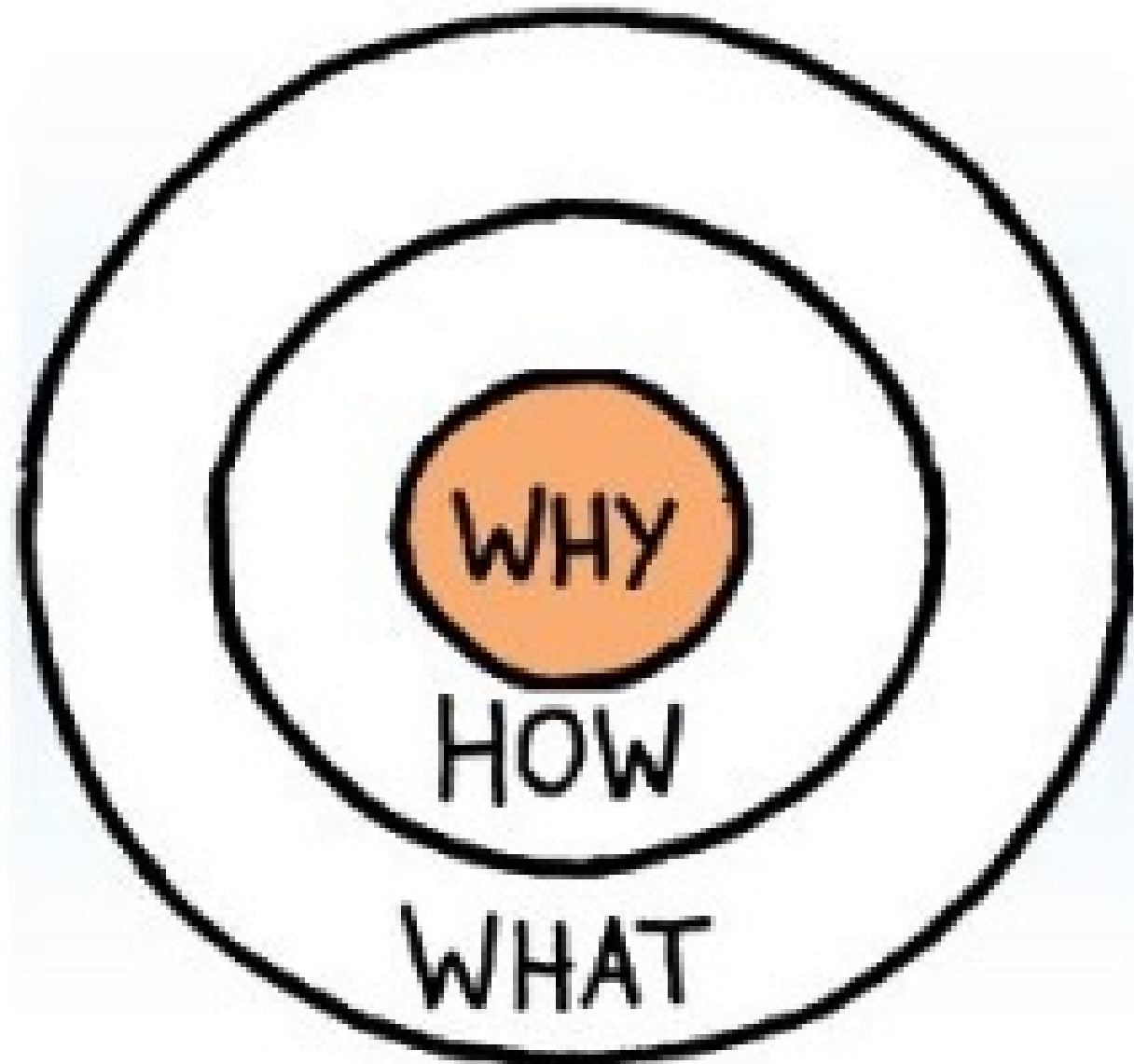
Goals

V's

*Intentions*



Act, Think & Communicate from the **INSIDE** OUT!



**WHY** - Your Purpose

Your motivation? What do you believe?

**HOW** - Your Process

Specific actions taken to realize your Why

**WHAT** - Your Result

What do you do? The result of Why. Proof

Simon Sinek – The  
Golden Circle

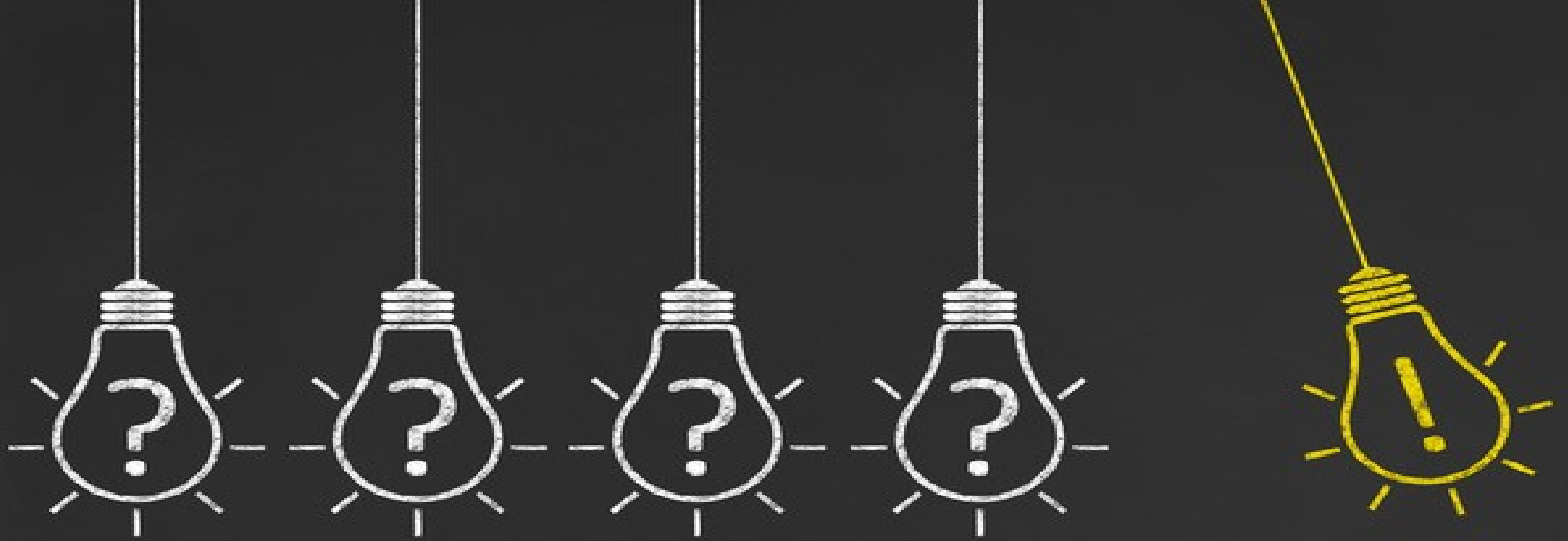


# 5 KEY FOUNDATIONS

# MY FIVE CORE ELEMENTS

- Leadership
- Storysharing
- Corporate community relations
- Student development
- Community do-gooder





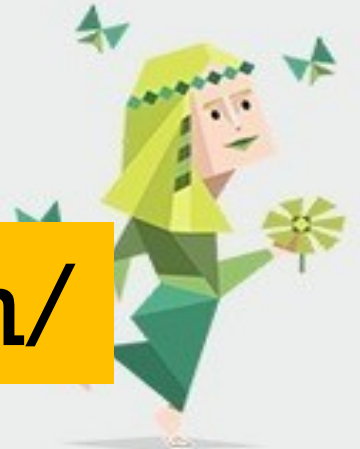
**ASK YOURSELF WHY  
ASK YOURSELF HOW**





# 16 PERSONALITIES

<https://www.16personalities.com/>



just

One Word



# WHAT ARE 5 THINGS THAT DEFINE YOU?

What do you do you enjoy about your work – why?

What do you do you not enjoy about your work – why?

What classes do/did you enjoy – why?

What classes do/did you not enjoy – why?

What do you do in your social time – why?

What do you think about – why?



A dramatic sunset or sunrise over a road. The sun is low on the horizon, partially obscured by dark, silhouetted clouds. Bright rays of light emanate from the sun, creating a strong lens flare effect. The sky transitions from a deep orange near the horizon to a clear blue at the top. In the foreground, a paved road with a white center line stretches towards the horizon, leading the viewer's eye into the scene.

**THE HORIZON BEYOND AND...**



**The horizon within**



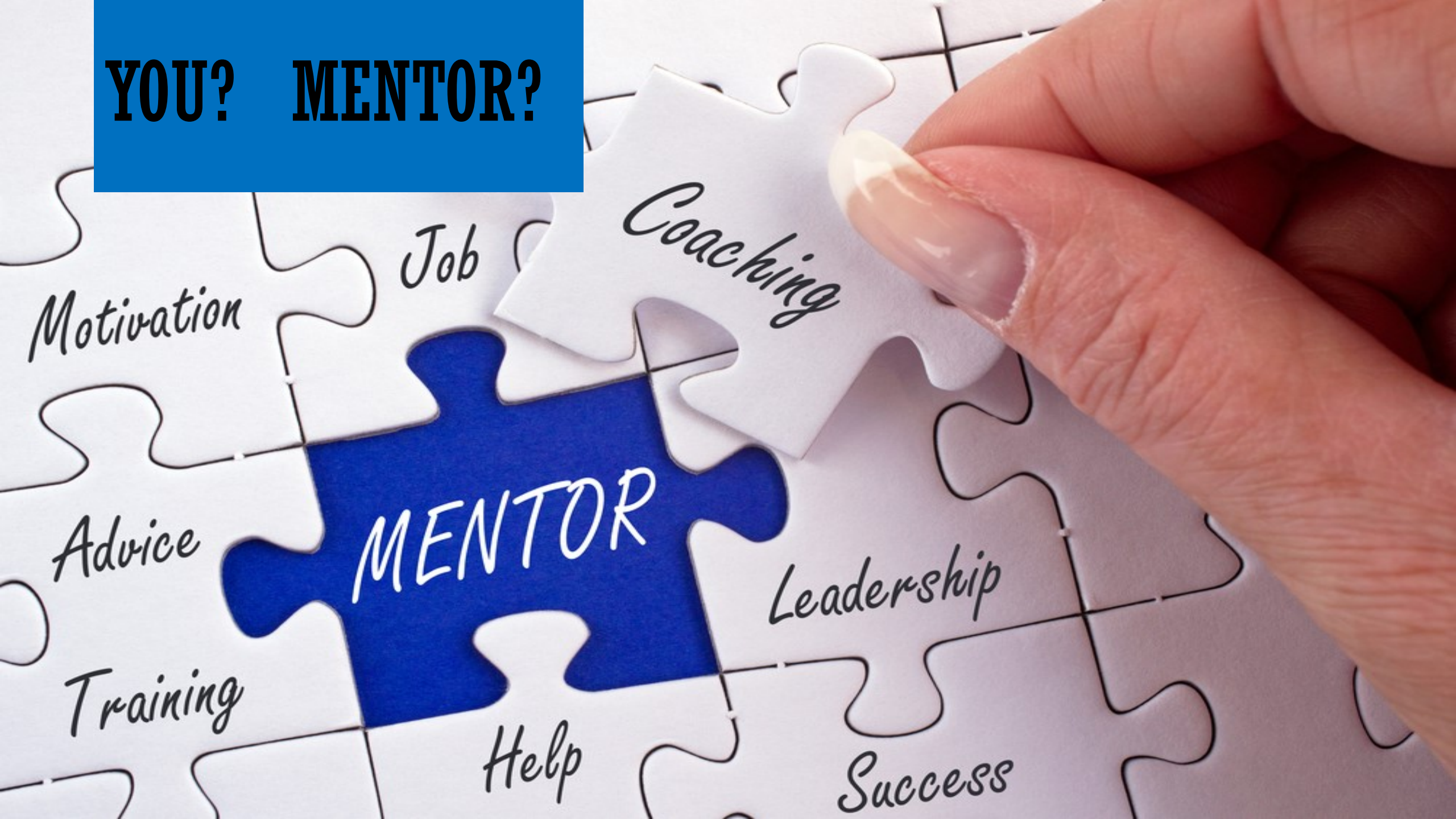
**UNDERSTAND YOURSELF —  
UNDERSTAND YOUR DREAMS —  
UNDERSTAND YOUR PURPOSE...**

# 4 KEY AREAS TO CONSIDER

A dramatic landscape featuring a rocky shore on the left, a path of yellow-tinted water or sand leading towards the horizon, and a sky filled with dark, heavy clouds. The overall mood is somber and contemplative.

- Vision – we see with our eyes but we don't vision our future
- Choices – if we don't make the choices, people make the choices for us
- Limitations – we are bound by our limitations – it prevents us from exceling
- Persistence – only by staying true to our journey will we accomplish great things

# YOU? MENTOR?

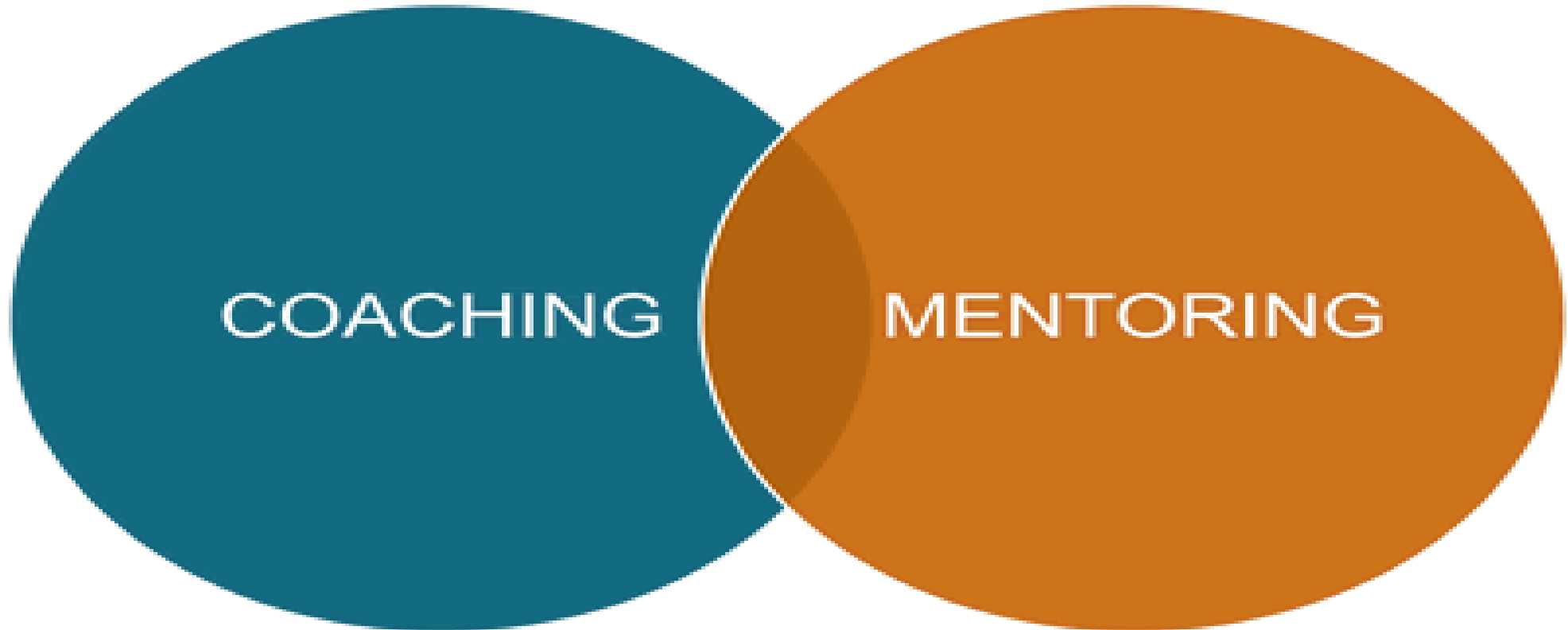




# MENTORSHIP AND COACHING

a questioning approach

an advisory role



COACHING

MENTORING

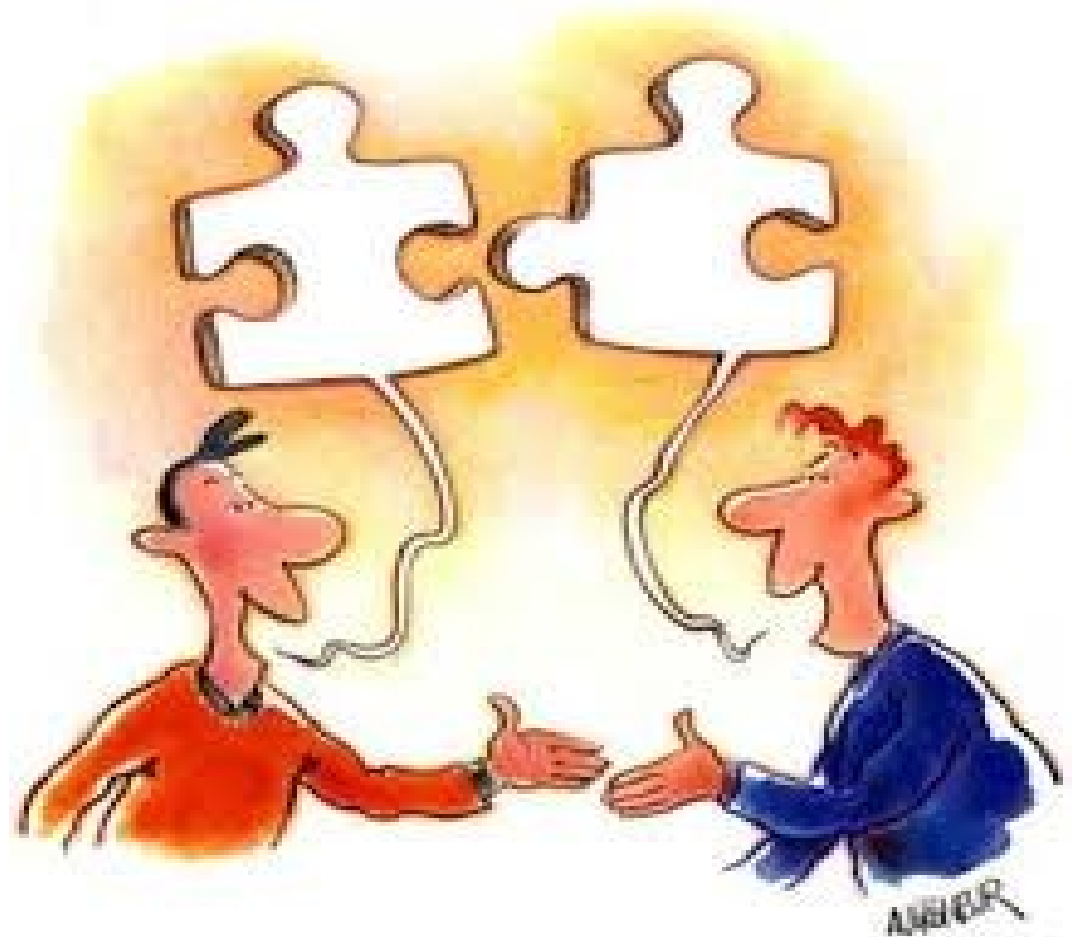
facilitating self-discovery

sharing expertise



# HOW TO INITIATE CONVERSATION

- Listen and observe
- What if I get a mentor not in my area?



# BECOMING VISIBLE

- Attend as many events you can
- Linked In

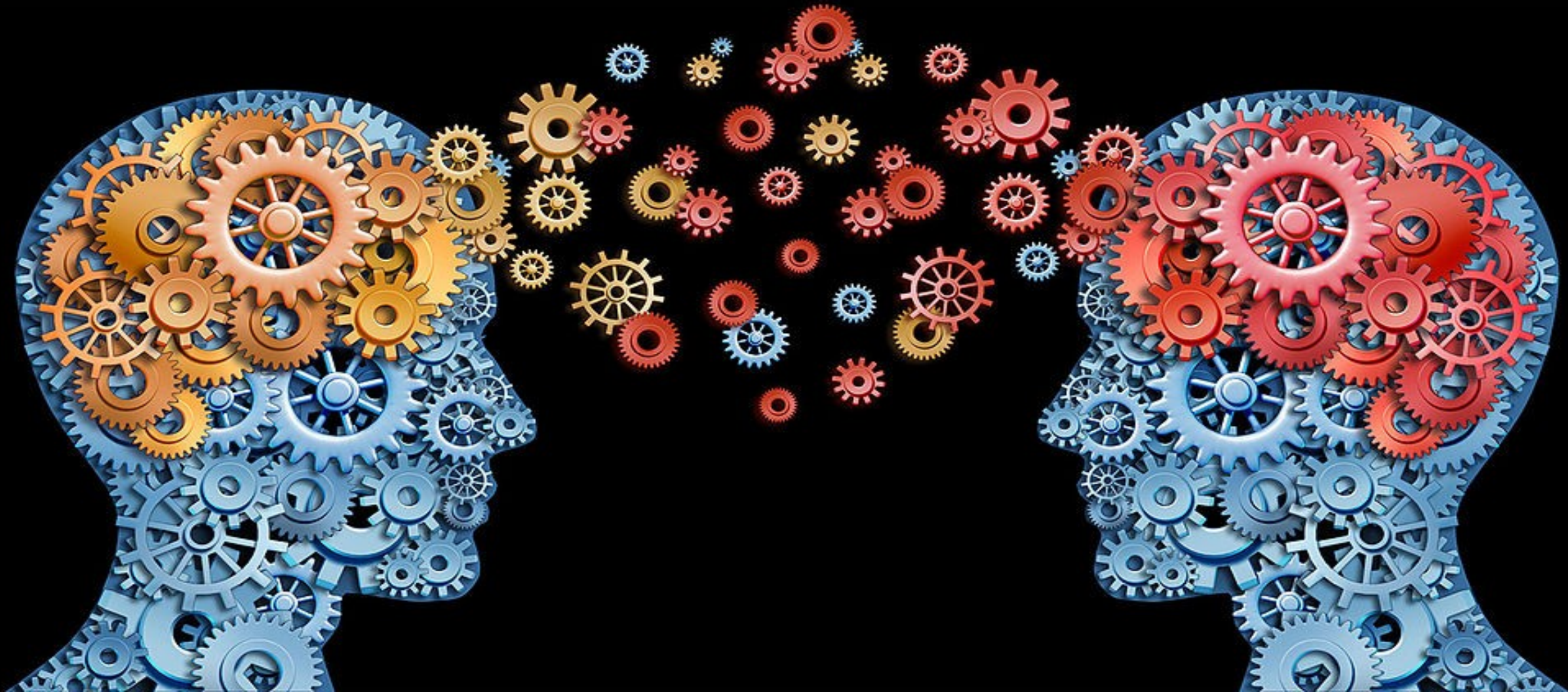


# EVERYTHING BEFORE MENTORSHIP

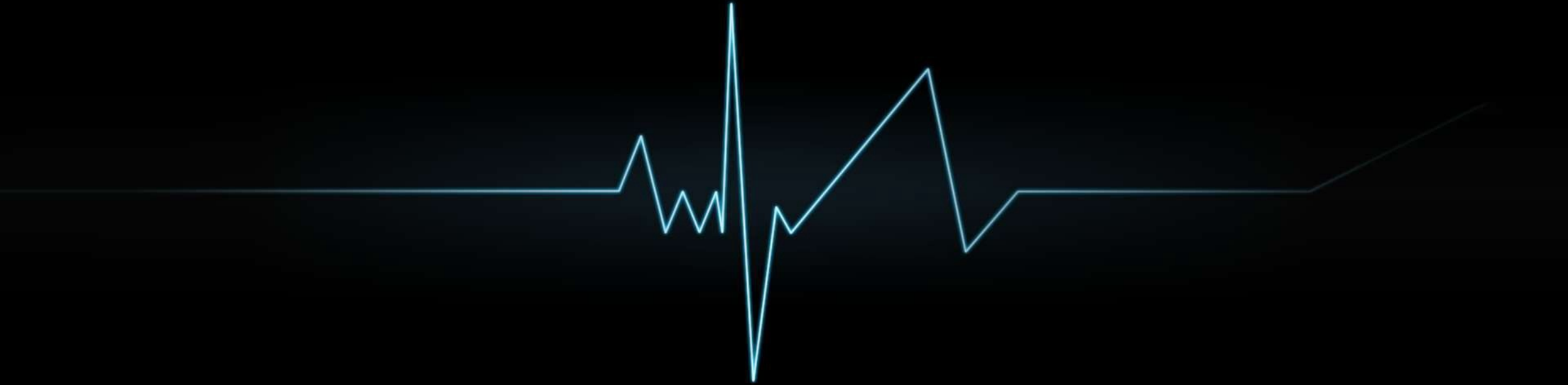
- Understand who you are so you can share that with your mentor
- Find out about your mentor



# SOME LESSONS TO SHARE



**PRESENCE — LOUD WITHOUT A VOICE**



The image features four hands of diverse skin tones—light, medium, and dark—reaching towards a central point. The hands are positioned in a circle, with fingers slightly curled as if about to clasp or support something. The background is a dramatic sky with dark, heavy clouds and a small patch of bright blue sky with white clouds in the center, where the hands are focused. The overall mood is one of unity, support, and shared effort.

**TRANSACTION**

**TRANSFORM**

**TRANSACTION**

**TRANSFORM**





GOOD vs GREAT

**OPPORTUNITIES ARE ALL AROUND**





# CHAMPIONS AND ENABLERS



# THE EXTRAORDINARY IN THE ORDINARY

- C – Curiosity
- A – Appreciation
- R – Reflection
- P – Perspective
- E - Experience

# WINNING THE LOTTERY...BUT LOSING THE TICKET



A blue-tinted image showing hands holding puzzle pieces, with the word "CONNECTEDNESS" overlaid in white text. The background is a light blue gradient, and the puzzle pieces are dark blue. The hands are visible on the left and right sides, holding the pieces together.

**CONNECTEDNESS**

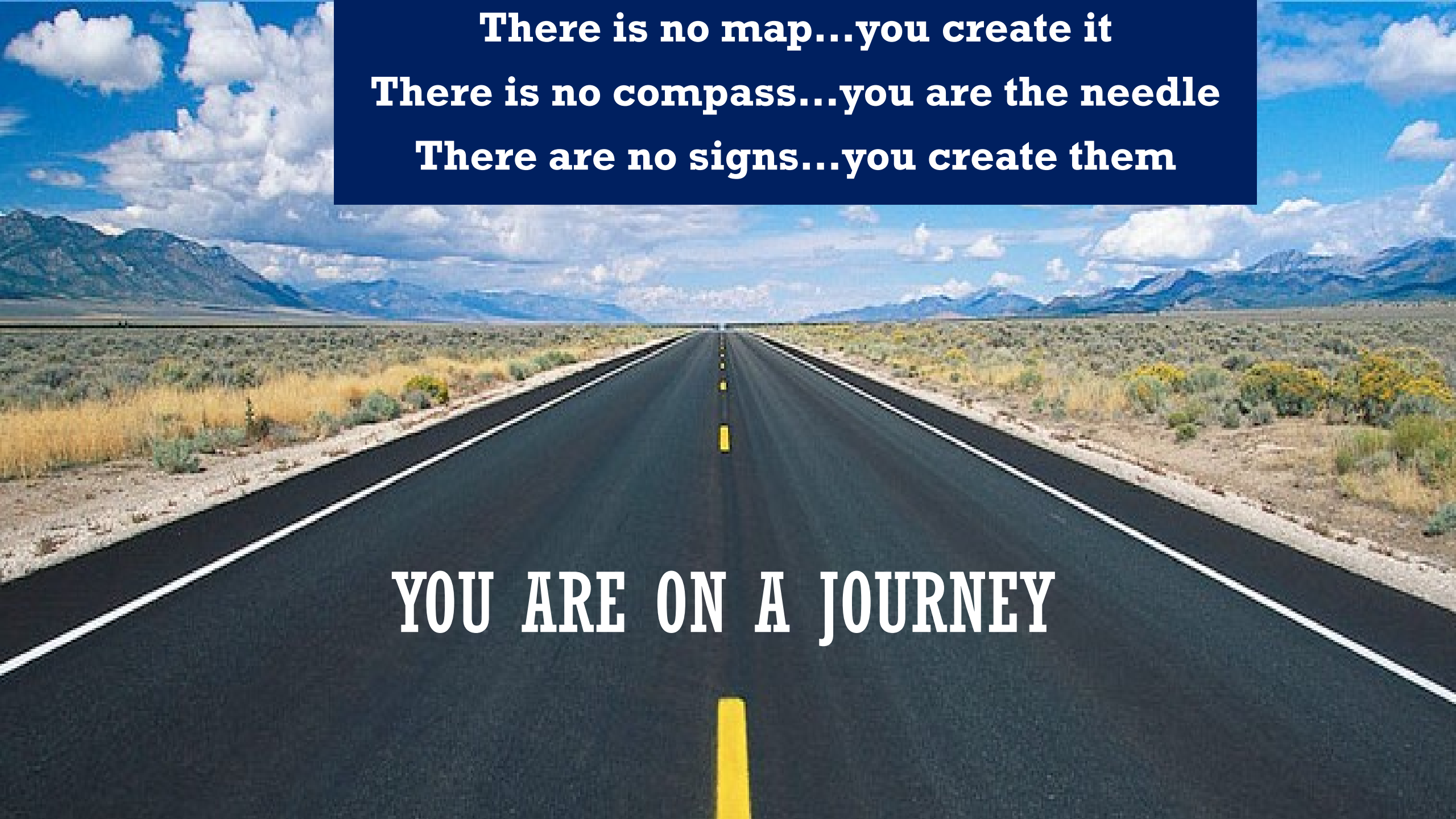
**CHANGE THE WORLD...**

**Not through your  
eyes....but**

**Through the eyes  
of those you help**







**There is no map...you create it**  
**There is no compass...you are the needle**  
**There are no signs...you create them**

**YOU ARE ON A JOURNEY**

**EVERYONE'S LIFE IS AN  
AUTOBIOGRAPHY...MAKE YOURS WORTH  
READING!**



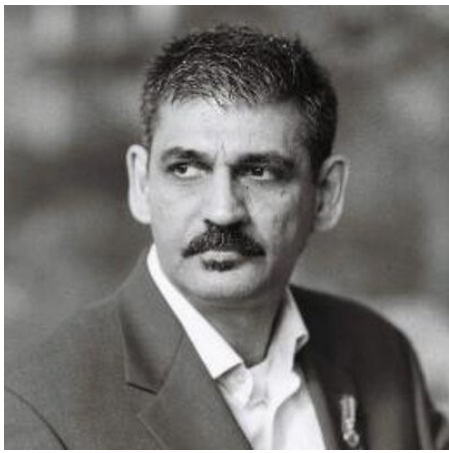


TIME FOR

ACTION



Namaste



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**PERSONAL  
STORYTELLING**

DISCOVERING THE  
EXTRAORDINARY  
IN THE ORDINARY

...

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ADAM COTTERALL

