

WOMENPRENEUR: LEAD WITH IMPACT



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Womenpreneur
INITIATIVE

How do you define Personal Branding?

PERSONAL BRANDING – SHOW UP, STAND OUT

- PERFORMANCE: WHAT YOU DO WELL
- IMAGE: HOW PEOPLE EXPERIENCE YOU
- EXPOSURE: WHO KNOWS IT

**THIS ISN'T ABOUT SELF-
PROMOTION. IT'S ABOUT
MAKING SURE YOUR VALUE IS
CLEAR, AND SEEN, IN THE RIGHT
SPACES.**

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Do's

1. Know what you stand for.

→ **What are your values, strengths, and goals?**

2. Be clear and honest about who you are.

→ **Don't try to sound like someone else.**

3. Show your value, don't just talk about it.

→ **Let your actions match your words.**

4. Make sure people know what you do well.

→ **Share your work in meetings, online, or with colleagues.**

5. Ask others how they see you.

→ **It helps you understand how your brand is coming across.**

6. Use LinkedIn and social media to share your voice.
→ **Post your ideas, insights, or updates, it builds visibility.**

7. Keep it real and professional.
→ **Be authentic, but always respectful and thoughtful.**

Don'ts

1. Don't try to be perfect.

→ **People connect with real, not flawless.**

2. Don't stay silent.

→ **If no one knows what you do, your value stays hidden.**

3. Don't hide behind your job title.

→ **Your brand is more than your role, it's how you do your work.**

4. Don't use boring words like "motivated" or "hardworking."

→ **Be specific about what makes YOU stand out.**

5. Don't forget to listen.

→ **Strong brands are also known for being good collaborators.**

Exercise 1: “The Moment That Defined YOU”

Think of one moment in your professional life when you felt proud, seen, or completely in your element. A moment that says something powerful about who you are at your best.

Exercise 2: “Write Your Brand in One Bold Sentence”

Open Floor: Branding Challenges

**What is one thing you will
start doing next week to
strengthen your brand?**

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