

Exceptional Administrators and Secretaries

Personal Branding for Personal Growth

Berjaya Times Square Hotel Kuala Lumpur

11th May 2023

2.00-3.30pm



What is a personal brand

- How you promote yourself
- What you want others to see about yourself
- To set yourself apart from others

Why is a personal brand important

- key to your professional success as it revolves around how you present yourself to existing and potential clients

Popular Brand



The Ultimate
Driving Machine

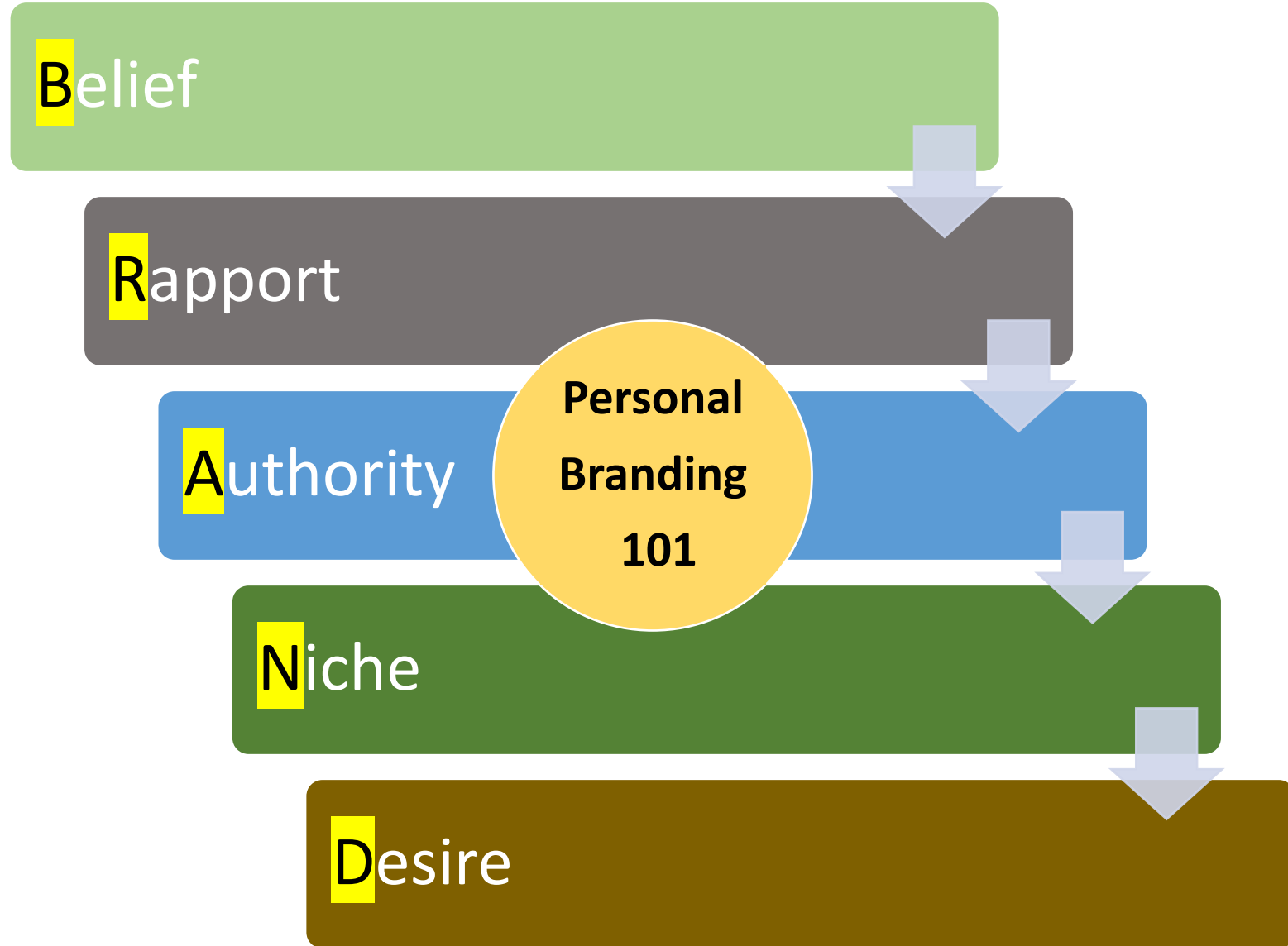


JUST
DO
IT



It's
finger lickin'
good

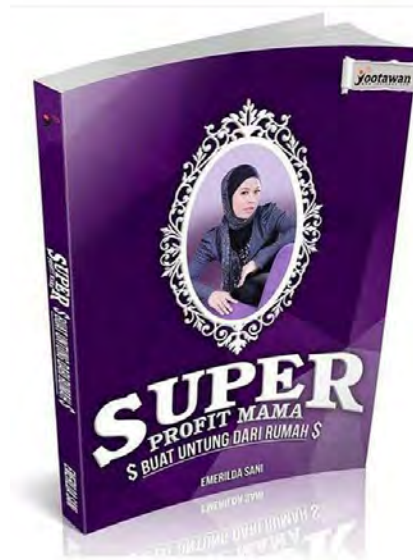
Because you're worth it
L'ORÉAL
PARIS



How did I build my personal brand?



Business



Author



Mentor

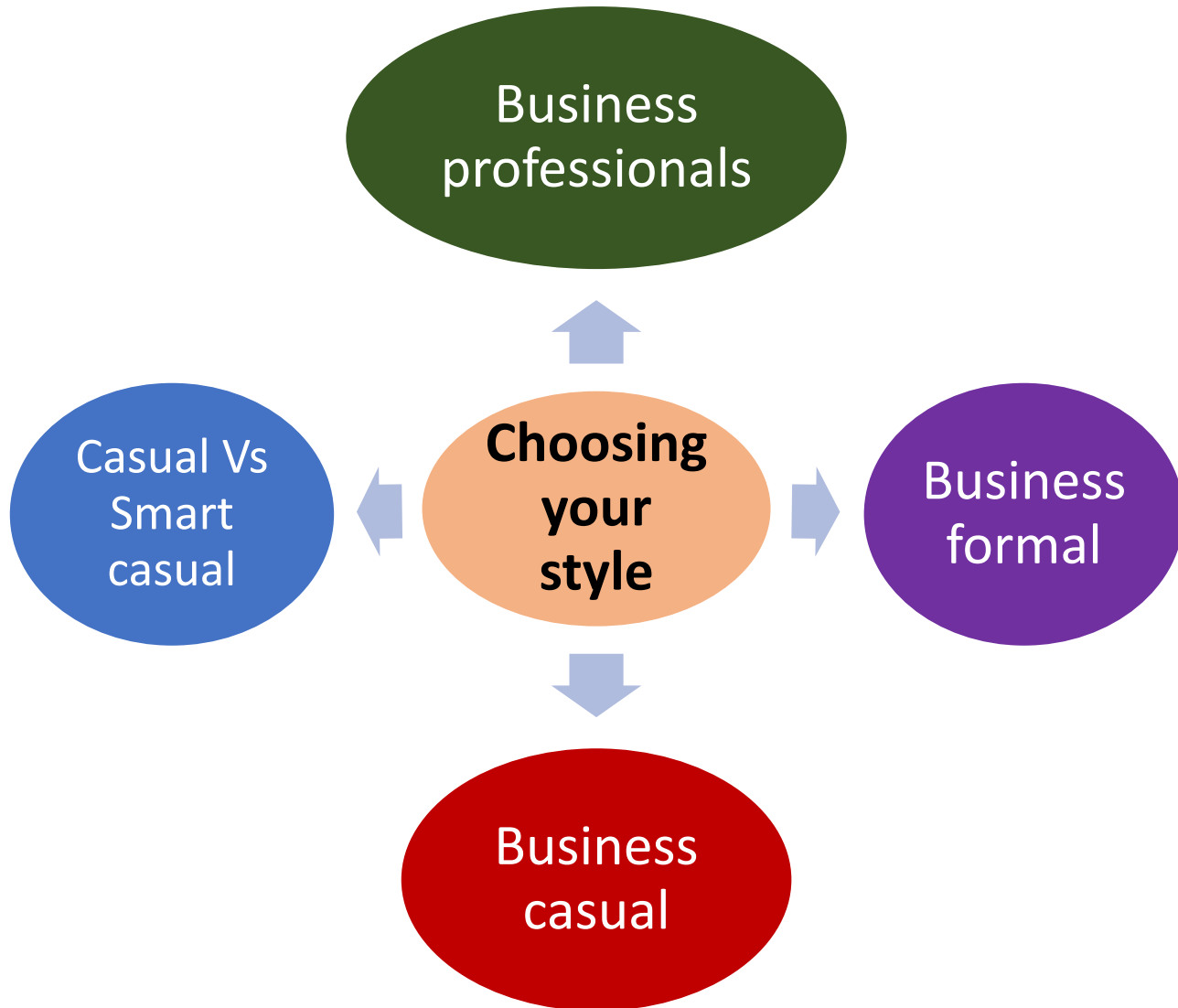


Competition



Famous people





Choosing your style in fashion



Romantic



Classic



Sporty



Dramatic



Alluring



Elegant





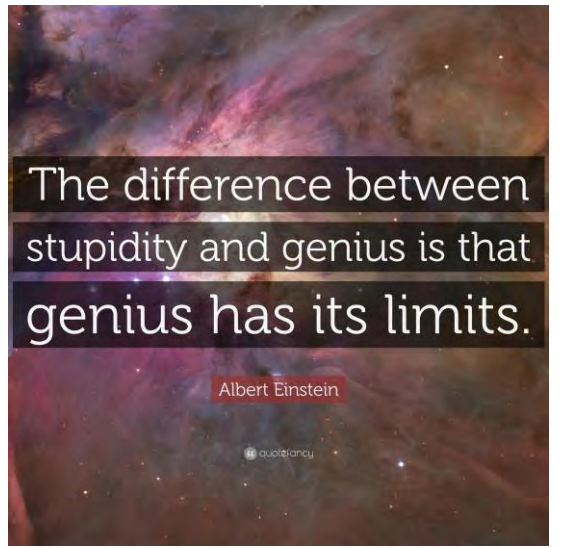
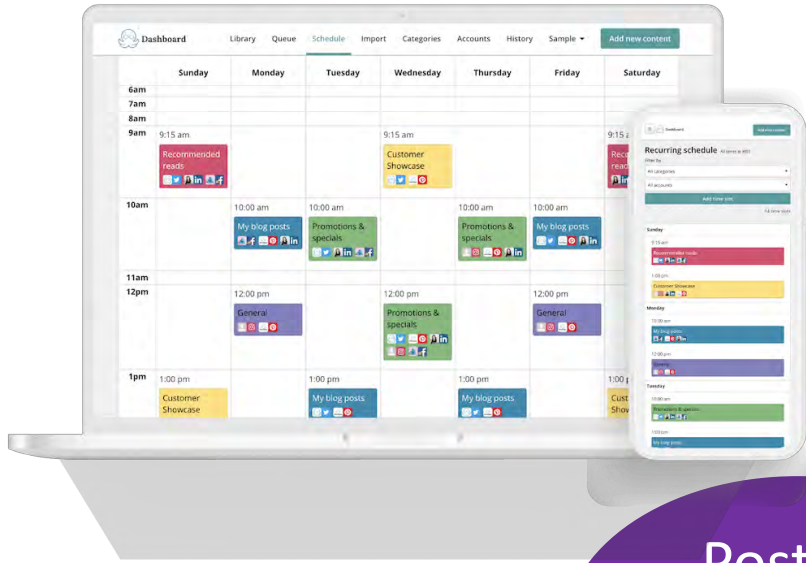
Challenge yourself to network more

Realize your online presence has limits

Do's In Personal Branding

Tell your accomplishments

Post on regular basis





Be afraid to be creative

Post meaningless content

Dont's in Personal Branding

Respond to negative interactions

Forget to proofread captions



Maintaining online presence

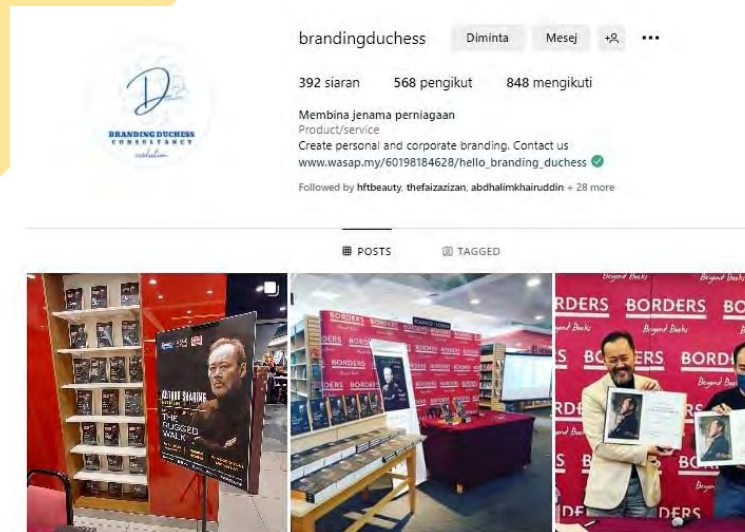
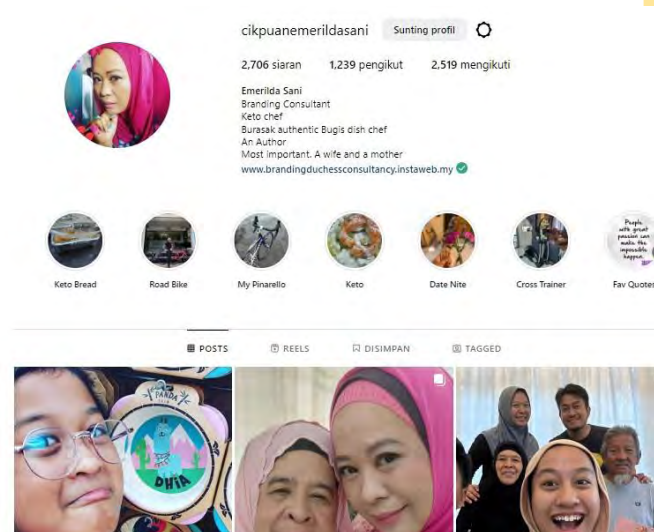
Build your own branding

Do not mix business and personal matters

Do not post negative comments

Keep inappropriate photos to yourself

Limit your post during work hours





Insta-famous

Micro Influencer @ K.O.L

Syasmeeen
K.O.L Talent

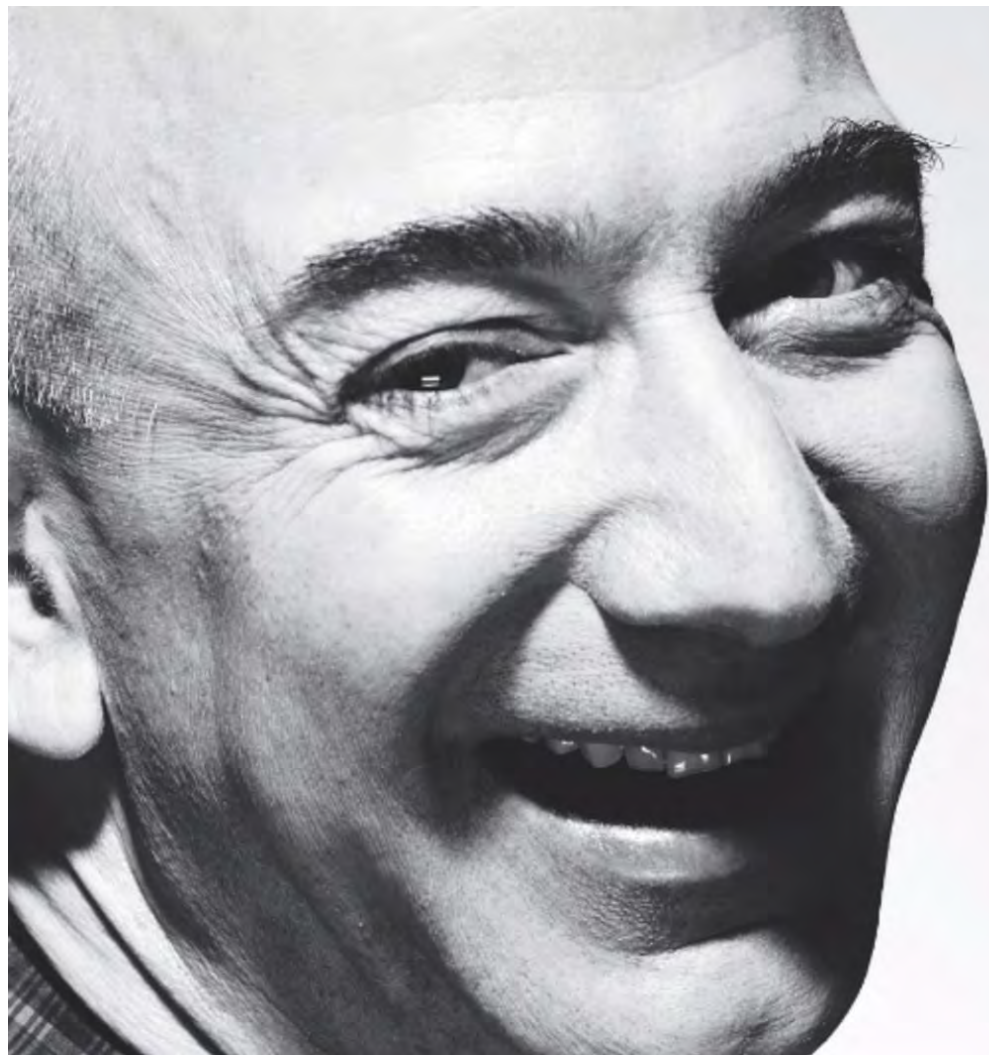
TIK TOK @MEENMUHSIN

3.1M
Likes

2M
Highest View

33.5K
Followers





“Branding is what people say about you when **you are not in the room.**”

- Jeff Bezos, founder and CEO of Amazon.com.

A gift to all of you

‘Be inspired whenever,
wherever’ – Emma Sani

