

# PERSONAL BRAND IN A HYBRID WORLD

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## LEARNING LOG

This is your learning log; it includes reflection questions and personal development exercises to bring the personal branding session to a personal level. It will help you translate the webinar into clear actions for yourself. Jot down your thoughts confidently, as these notes are for your eyes only.

**Steliana van de Rijt- Economu**

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## PERSONAL BRANDING

Your real brand is what people say about you when you are not in the room. In a hybrid world, that room is simpler bigger and it has large open windows. **A brand Statement** is a concise summary of what you stand for and what you offer. It should be clear and memorable, but most importantly it needs to be authentic and connected to your story. A strong personal brand helps you shine in the crowded job market of 2024 where AI is slowly replacing old capabilities. The key to personal branding is not the creation of a beautiful statement, but the embodiment of your personal story and brand. In the book 'Mothers as leaders'(2019), five dare to dream are uncovered, which can help you reinvent and adapt your brand to new circumstances. Those behaviors are illustrated through the stories of five women leaders from around the world. The exercises in this learning log will help you bring those to life.

**20th GLOBAL LEADERSHIP CONFERENCE IN ENERGY** **Five Dare to Dream behaviors**

 <p><b>KNOW YOURSELF</b> <i>your strengths, biases and vulnerabilities</i></p> <p>'Laura': VP HR, IOC English, 44.</p> <p>straight talker, reliable, loyal.</p>	 <p><b>BLOSSOM</b> <i>Allow your enthusiasm and care to grow</i></p> <p>'Diana': Legal Mgr, Energy sector, German, 49</p> <p>the social-connections powerhouse</p>	 <p><b>HELP</b> <i>Give and receive support in your journey</i></p> <p>'Katja': Marketing Director, Travel Dutch, 36</p> <p>Serious, diligent</p>	 <p><b>EXPLORE</b> <i>Be curious, connect</i></p> <p>'Evelyn': English teacher, Education American, 29</p> <p>adaptable and resourceful.</p>	 <p><b>BELIEVE</b> <i>in YOURSELF</i></p> <p>'Bolani', Economist, Nigerian, 43</p> <p>Determined, intellectual</p>
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## YOUR STORY OF NOW

Who am I now? Who was I 20 years ago?	What I am a part of and how does that impact what I see in the world?	What do others see me doing? How does that impact their perception of me?

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## YOUR FUTURE STORY – YOUR FUTURE BRAND STATEMENT

<p><b>1. Who do you want to be in 5/10 years?</b></p>
<p><b>2. What do you stand for?</b></p>
<p><b>3. What do you stand for?</b></p>

## YOUR ONLINE PRESENCE AND MEMORABLE FACE TO FACE INTERACTIONS

**20 GLOBAL** AI enabled Hybrid world versus the 'old' world

<p><b>Pros</b></p> <ul style="list-style-type: none"> <li>• Increased visibility</li> <li>• Flexibility &amp; Adaptability</li> <li>• Cost effective networking</li> </ul>	<p><b>Cons</b></p> <ul style="list-style-type: none"> <li>• Pressure to perform</li> <li>• Consistency challenges</li> <li>• Privacy concerns</li> </ul>
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**20 GLOBAL** Online presence versus Face to face

Your online presence is a critical component of your brand. Check it.

Your social media profiles, website, and other online platforms need to reflect your brand accurately.



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*Distribution limited to the attendees at the 20 Global Women Leadership Conference*

## NETWORK ANALYSYS

Networking can supercharge your career by connecting you with opportunities and industry insights. It's like opening hidden doors you never knew existed! A networking analysis can help you staying connected to your network even when you don't need it.

**Write down the names of 20 people** you rely on for information, advice or problem solving. They can come from all walks of life: employers, schools, neighbors, church, clubs, etc. **Next to each name write** the time you have known them (less than a year, 1-3 years, 3-5 years, etc), the hierarchy level (higher, peer, lower, na), the primary medium of communication (f2f, email, call, zoom, etc), the gender and age (same or different than yours) and **how often do you want to keep in touch.**

Names	The time you have known them/gender/Hierarchy level/age)	How often do you want to keep in touch?

## PREPARE A MEMORABLE 3 MINUTES FACE TO FACE INTRODUCTION

- 1.What are the most interesting **things you have done**, or have happened to you, in your entire life?
- 2.What do you do and **how did you end up doing it?** What do you love about your job?
3. What career successes are you **most proud of having accomplished?**  
or in what ways are you **making a difference** in people's life?

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