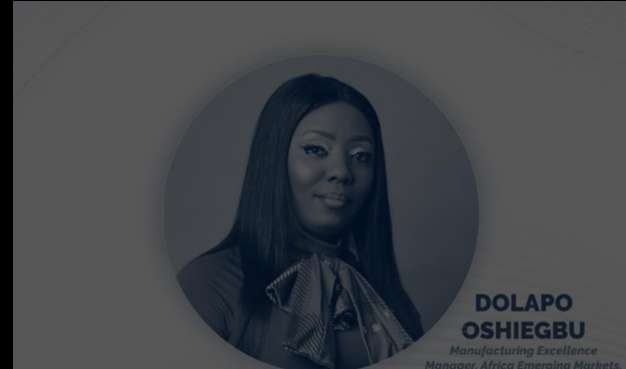


EXCELLING IN THE WORKPLACE:

THE ROLE OF PERSONAL BRANDING

Speaker:



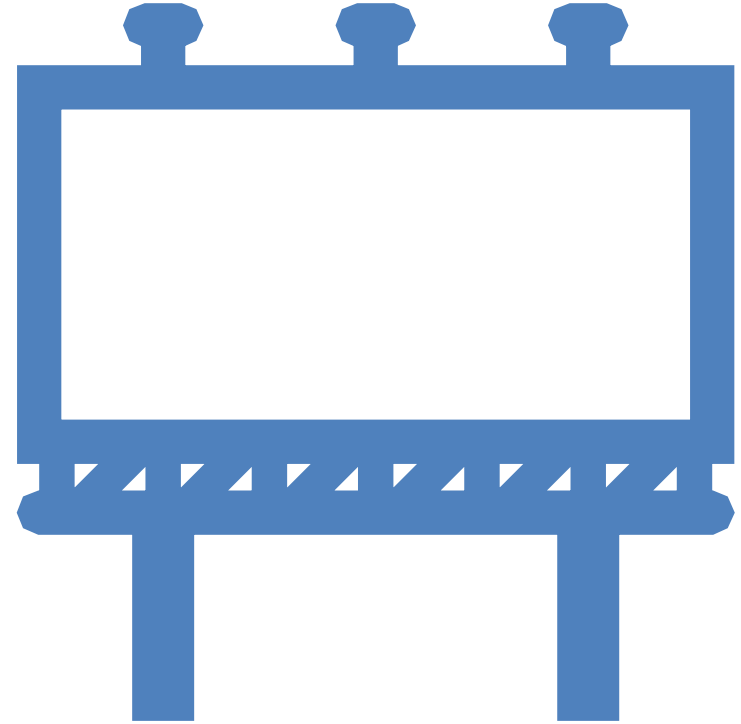
October 30, 2021

Let's meet Dolapo Oshiegbu?



- ✓ A strategic business leader with over 12 years experience in manufacturing/supply chain.
- ✓ A Chemical Engineering graduate from the Federal University of Technology, Minna. She holds a post graduate diploma in Strategic Management & Leadership from Qualifi, UK and a diploma in Brewing from IBD United Kingdom with several other certifications to include certificate in Strategic governance, risk management & compliance from London School of Business & Finance, Lean Six sigma Black belt, NEBOSH certificate in Environmental Management and a ASQ certified Quality Improvement Associate.
- ✓ She currently works with Diageo as the Manufacturing Excellence Manager for Diageo Africa Emerging Markets where she drives improvements across the markets with the aim of delivering the overall business ambition.
- ✓ Dolapo is known for her passion for excellence, consistent delivery on business objectives, delivering sustainable improvements and for her genuine interest in people engagement and development.
- ✓ Dolapo is happily married with lovely kids. She derives joy in her knowledge of the supremacy of God.
- ✓ Her personal drive comes from the fact that she wants to be the best form of herself possible wherever she finds herself and hopes she helps as many people as she comes across to improve themselves as well.

WHAT REALLY IS BRANDING?



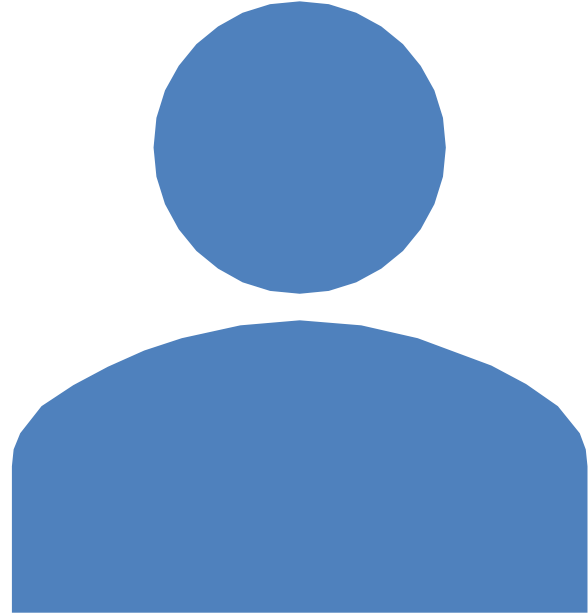


Branding



Branding refers to the deliberate actions you take to influence people's perception of your product or service—so they will choose your brand time and again. Essentially, it is the way your product or service lives in the hearts and minds of your customer.

PERSONAL BRAND



Personal branding

Personal branding refers to the process of establishing your public persona for your target audience. It involves carefully and accurately communicating your values, beliefs, goals, and purpose.

Personal branding is the art of becoming knowable, likable and trustable. – John Jantsch



- ❖ How do you want to be perceived?
- ❖ What are the values you stand for?
- ❖ What is your purpose?
- ❖ Skills (leadership & functional)

- ❖ Depth & breathe on subject matter
- ❖ Dependability & Reliability
- ❖ Appearance, Loyalty
- ❖ Relationships we keep



Personal branding is a way of establishing and consistently reinforcing who you are and what you stand for in your career and life.

Personal branding takes time, effort, and energy.

- Gone are the days when personal branding was only for celebrities. “Personal brands aren't reserved for CEOs & execs either. A company's rank and file employees should capitalize on it too.
- It allows professionals to differentiate themselves, and also angle for the promotion that best suits them.”



Why Is Defining Your Brand Important Within The Workplace

- Competitive advantage
- Self confidence
- Networking (Meaningful connections)
- Increases Net worth



Remember: You hardly ever get a second chance to make a first impression

WHERE DO I BEGIN?

01

Conduct a self
assessment
(Purpose,
drive, values)

02

Take personal
stock
(Strengths,
Even better If)

03

Seek for
feedback

04

Gap analysis
(Against your
set objectives)

WHAT CAN I START TO DO NOW?



Build content



Clearly defined personality



Appearance



Self development



Emotional intelligence



THANK YOU!

Any questions?