

REPORT OF “Personal Branding Program”

About the program:

In today's fast-paced and competitive job market, building a strong personal brand is crucial for career advancement. *Internal Quality Assurance Cell and International Relations Cell* in collaboration with *Richard George Foundation* provided a unique international exposure to students for attending Personal Branding Program in virtual mode conducted by *Mr. Gerald Lee* on *08th May, 2023 during 09.00 am to 01.00 pm (MYT); 06.30 am to 10.30 am (IST)*

Personal Branding helps to communicate talent and values among colleagues and other professionals. The program emphasized the importance of authenticity and consistency in personal branding, and provided numerous tools and strategies for building a strong online and offline presence.

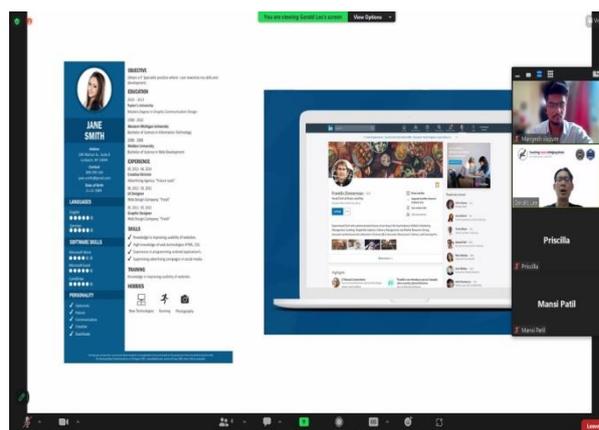
Objectives:

1. To have a clear idea of their own Personal Brand
2. To provide valuable insights for developing a strong and authentic personal brand.

Outcomes:

1. Define and conceptualize personal brand.
2. Learn how to influence and communicate in a way that serves their personal brand.
3. Identify opportunities to increase the visibility of their personal brand.

Glimpses:



UNIQUE SELLING PROPOSITION

USP- Winning Zone
When your brand makes exactly what your consumers want.

Losing Zone
If your consumer wants something your competitors do much better than you, you've lost.

Risky
Competitive battle, expensive, and you do not have a clear advantage. Find a way to stand out.

Who cares
If your consumer does not want your goods, who cares?

What Your Brand Does Well

Who Cares

What the Consumer Wants

What Your Competitor Does Well

BONUS #2 FOR YOU!!

Find your IKIGAI

Supported with Real-life Experiences, Case Studies & Coaching

Apply Personal Brand online & offline

Develop Personal Brand Statement

5-step Method to build Personal Brand

Participant's Feedback:

Personal Branding is about much more than just creating a catchy tagline or flashy logo. It is about understanding and leveraging one's unique strengths and values to establish an authentic and consistent professional identity. By doing so, individuals can differentiate themselves in today's crowded job market and position themselves for career advancement. The personal branding program we attended provided invaluable guidance and tools for achieving these goals, and we are confident that the insights gained from the program will continue to benefit us in the years to come.



Overall, after attending the personal branding program it was a valuable experience that provided us with a deeper understanding of the importance of personal branding and practical tools for developing a strong personal brand. We are already implementing these strategies in our own personal branding efforts, and we would highly recommend this program to anyone looking to advance their career and establish a strong professional identity.

**Internal Quality Assurance Cell
and
International Relations Cell**

In partnership with

Ms. Mansi Patil
(Computer Engineering)

make the way to Success...

Congratulations!

for participating in

Mr. Mangesh Vispute
(Computer Engineering)

Touching Hearts Bridging Minds
AN ENRICHING COMPANY

**Virtual
PERSONAL
BRANDING
Program**

8 May, 2023
9.00am - 1.00pm (MYT)

Gerald Lee
Founder

**SSBT's College of Engineering & Technology
Bambhori, Jalgaon**

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