DRAE & DRE
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EMPOWERING PEOPLE.
BUILDING SKILLS.
CREATING OPPORTUNITY.

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PERSONAL BRANDING

BE SEEN. BE REMEMBERED. BE CHOSEN.

Your personal brand is how people see you, remember you and describe you when you're not in the room. It's what sets you apart and helps you build trust, credibility and opportunities.

IN THIS GUIDE

- What is personal branding?
- Why your personal brand matters
- How to build a strong personal brand
- Online presence and social media
- Your CV and personal brand
- Personal brand in interviews
- Consistency and authenticity
- Key things to remember

WHAT IS PERSONAL BRANDING?

- It's how you present your skills, values and personality.
- It shapes how others perceive you.
- It influences opportunities and success.

You are your brand. Own it.

WHY YOUR PERSONAL BRAND MATTERS

- Builds trust and credibility.
- Helps you stand out from others.
- Creates more opportunities.
- Supports your career growth.

A strong brand opens doors.

HOW TO BUILD A STRONG PERSONAL BRAND

- Know your strengths and values.
- Be clear about your goals and message.
- Show your expertise consistently.
- Deliver on your promises.

Be intentional. Be impactful.

ONLINE PRESENCE AND SOCIAL MEDIA

- Google yourself. What do people see?
- Keep your profiles professional.
- Share valuable content.
- Engage and network online.

Your online presence is your storefront.

YOUR CV AND PERSONAL BRAND

- Tailor your CV to your brand.
- Highlight your strengths and achievements.
- Use a strong summary statement.
- Keep it clear, concise and you.

Your CV tells your story. Make it a good one.

PERSONAL BRAND IN INTERVIEWS

- Be confident and authentic.
- Communicate your value clearly.
- Share examples that reflect your brand.
- Leave a lasting impression.

Show them the real you.

CONSISTENCY AND AUTHENTICITY

- Be consistent in what you say and do.
- Stay true to your values.
- Authenticity builds long-term trust.

Real is powerful.

KEY THINGS TO REMEMBER

- Your brand is always working for you.
- People may forget what you said, but they'll remember how you made them feel.

Be you. Be bold. Be memorable.

BUILDING YOUR PERSONAL BRAND

Define who you are	Identify your values, strengths, skills and passions.
Define your message	What makes you unique? What value do you bring?
Show up consistently	Be visible, reliable and professional in every interaction.
Share your expertise	Speak, write and post about what you know and love.
Build relationships	Connect, collaborate and support others.

Your brand is built every day. Make it count.

YOUR BRAND. YOUR FUTURE.

A strong personal brand helps you:

- Attract the right opportunities
- Build credibility and trust
- Stand out in a competitive world
- Open doors to new possibilities
- Boost your confidence and influence
- Inspire and help others

Invest in your brand. Invest in your future.

REMEMBER

- Your reputation is your brand.
- People do business with people they trust.
- You are unique. Embrace it.
- Consistency creates recognition.
- Value others. Build relationships.
- Your brand today shapes your tomorrow.