



Building your personal brand

Why your personal brand matters and how to make it work for you



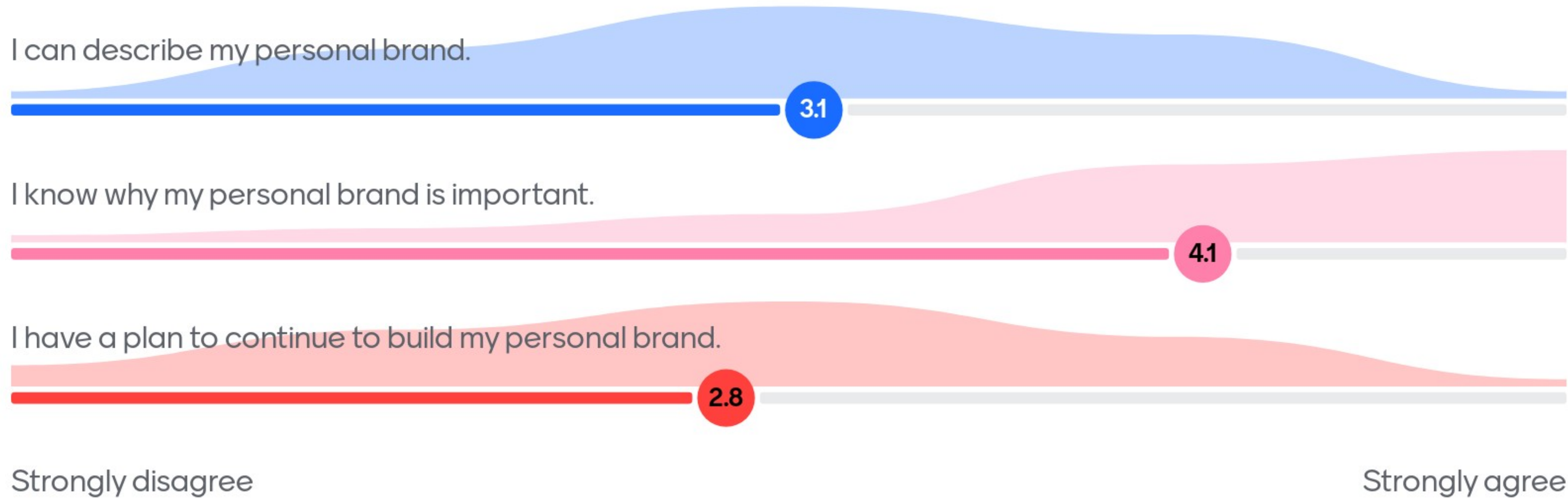
Guardian
ACTUARIAL



Instructions



To what extent do you agree with the following:



Imagine...



Hidden gem?



Or strong brand?



Introduction

In this session you will learn:

1. What we mean by “personal brand”,
2. Why your personal brand is important, and
3. How to build your personal brand.



**One approach for
building and
refining your
personal brand...**



Improve your ROI!

- How can you minimise distractions?
- How will you capture notes?
- What can you do to make sure you get the most out of your hour investment in this session?



What is a personal brand?

“Personal branding is about managing your name – even if you don’t own a business – in a world of misinformation, disinformation and semi-permanent Google records. Going on a date? Chances are that your “blind” date has Googled your name. Going to a job interview? Ditto.” - **Tim Ferris**



Source: <https://benbutler.me/35-famous-personal-branding-quotes/>

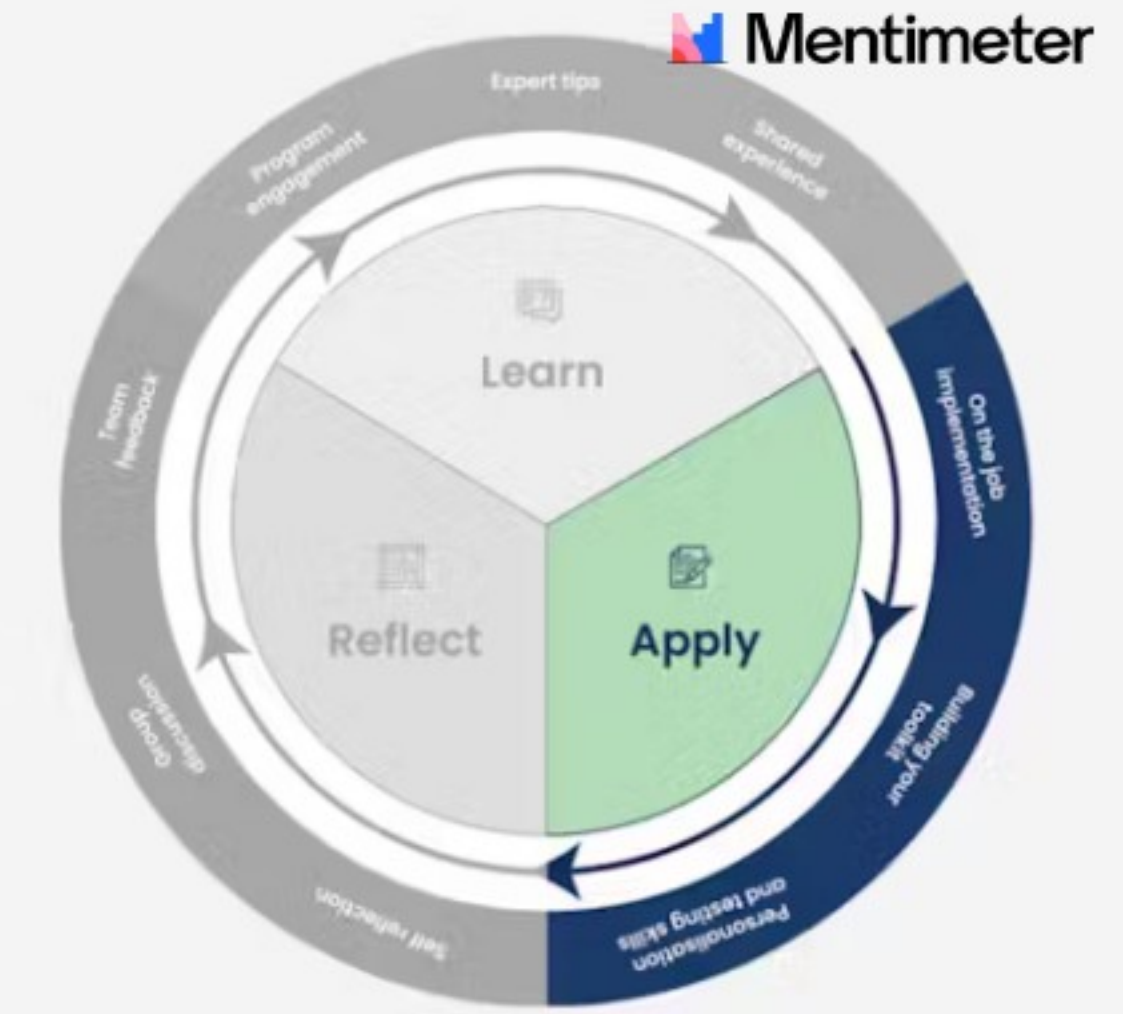
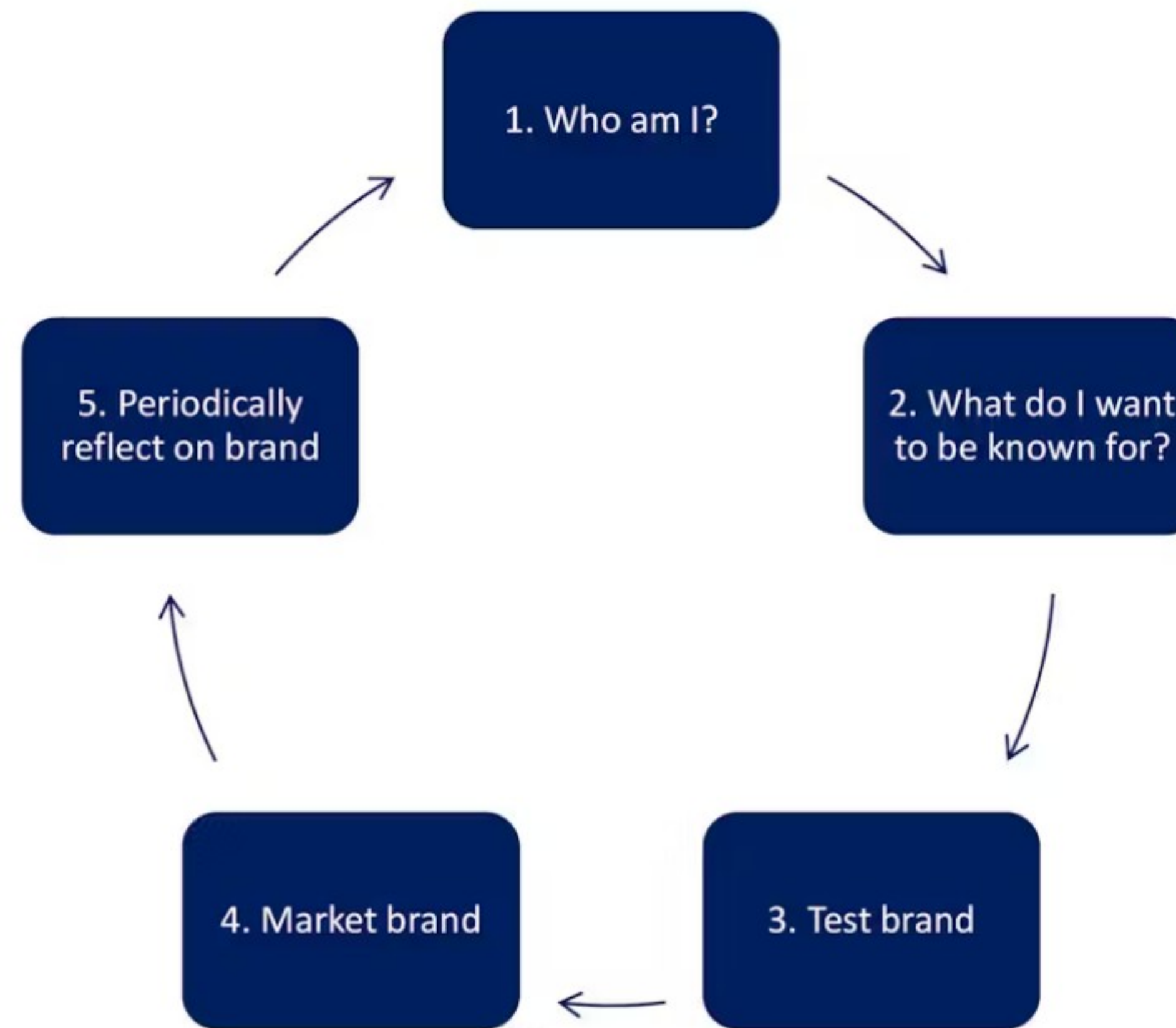


How would you describe this person?

96 responses



Using the actuarial control cycle to build your personal brand



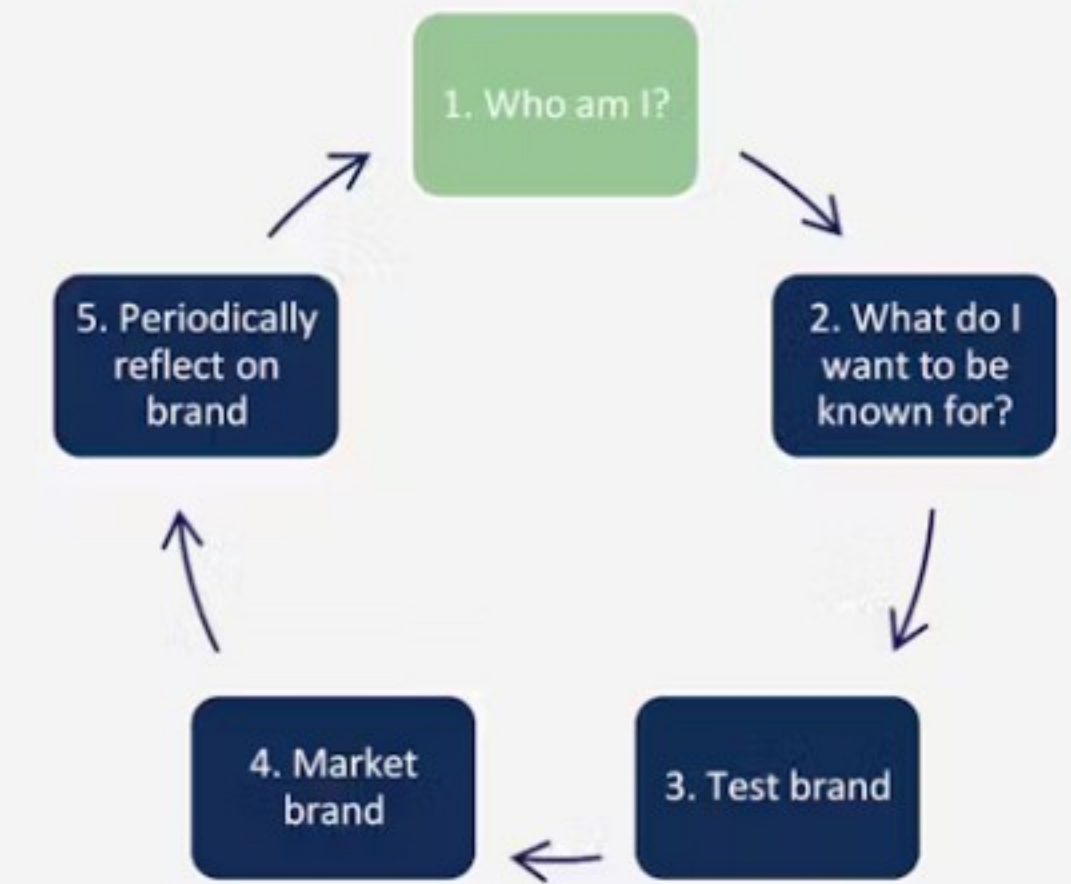
1. Who am I?



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Select 5 – 10 words that describe you and reflect who you are.

Acceptance	Efficiency	Humour	Money	Security
Achievement	Environmental awareness	Imagination	Morality	Self-respect
Advancement	Ethical practice	Inclusiveness	Mystery	Serenity
Adventure	Excellence	Independence	Nature	Service
Affection	Excitement	Influencing others	Order	Sophistication
Altruism	Expertise	Inspiration	Peace	Speculation
Balance	Fairness	Integrity	Personal development	Spirituality
Challenging problems	Fame	Intellect	Personal network	Stability
Change and variety	Fast living	Intellectual status	Physical challenge	Status
Close relationships	Financial gain	Involvement	Pleasure	Success of team
Collaboration	Freedom	Knowledge and insight	Power and authority	Supervising others
Community	Friendships	Leadership	Privacy	Teaching
Compassion	Grace	Learning	Public service	Teamwork
Competence	Growth	Location	Quality of work	Time freedom
Competition	Harmony	Loyalty	Quality relationships	Truth
Creativity	Having a family	Market position	Recognition	Unity
Decisiveness	Helping other people	Mastery	Religion	Variety
Diversity	Helping society	Meaningful work	Reputation	Wealth
Economic security	Honesty	Merit	Responsibility and accountability	Winning
Effectiveness	Honour	Ministering	Risk	Wisdom



Reflection:

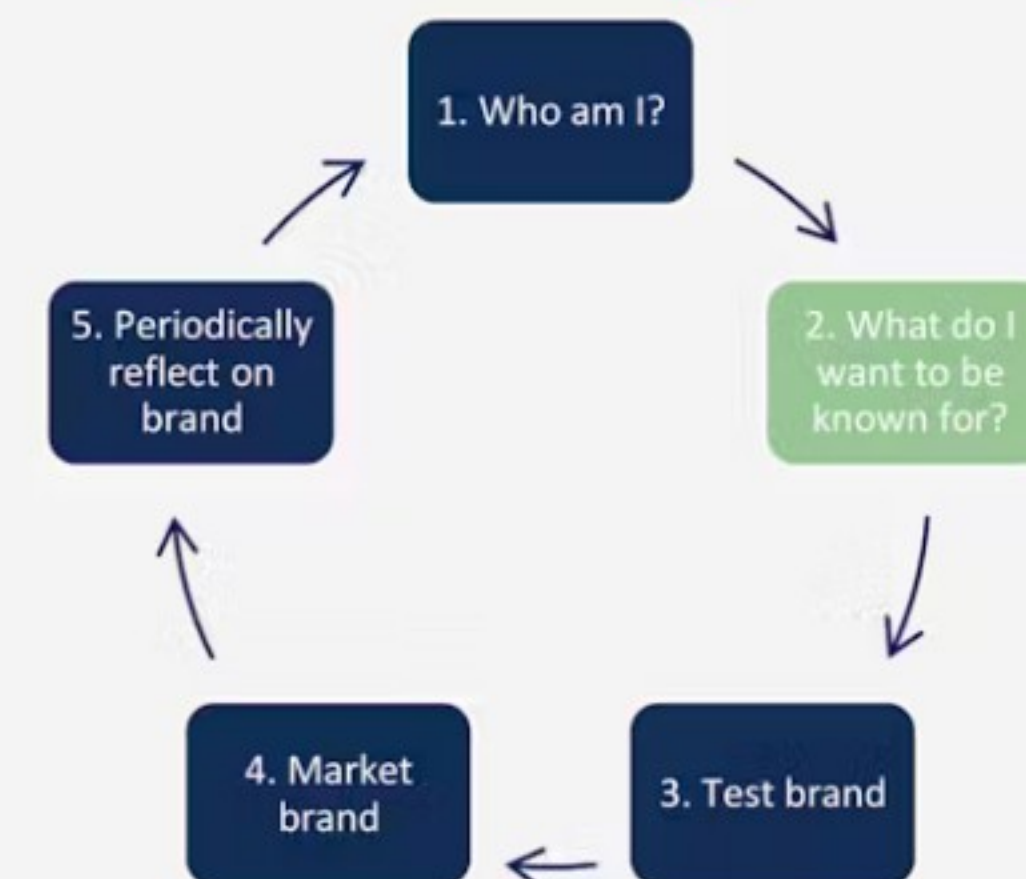
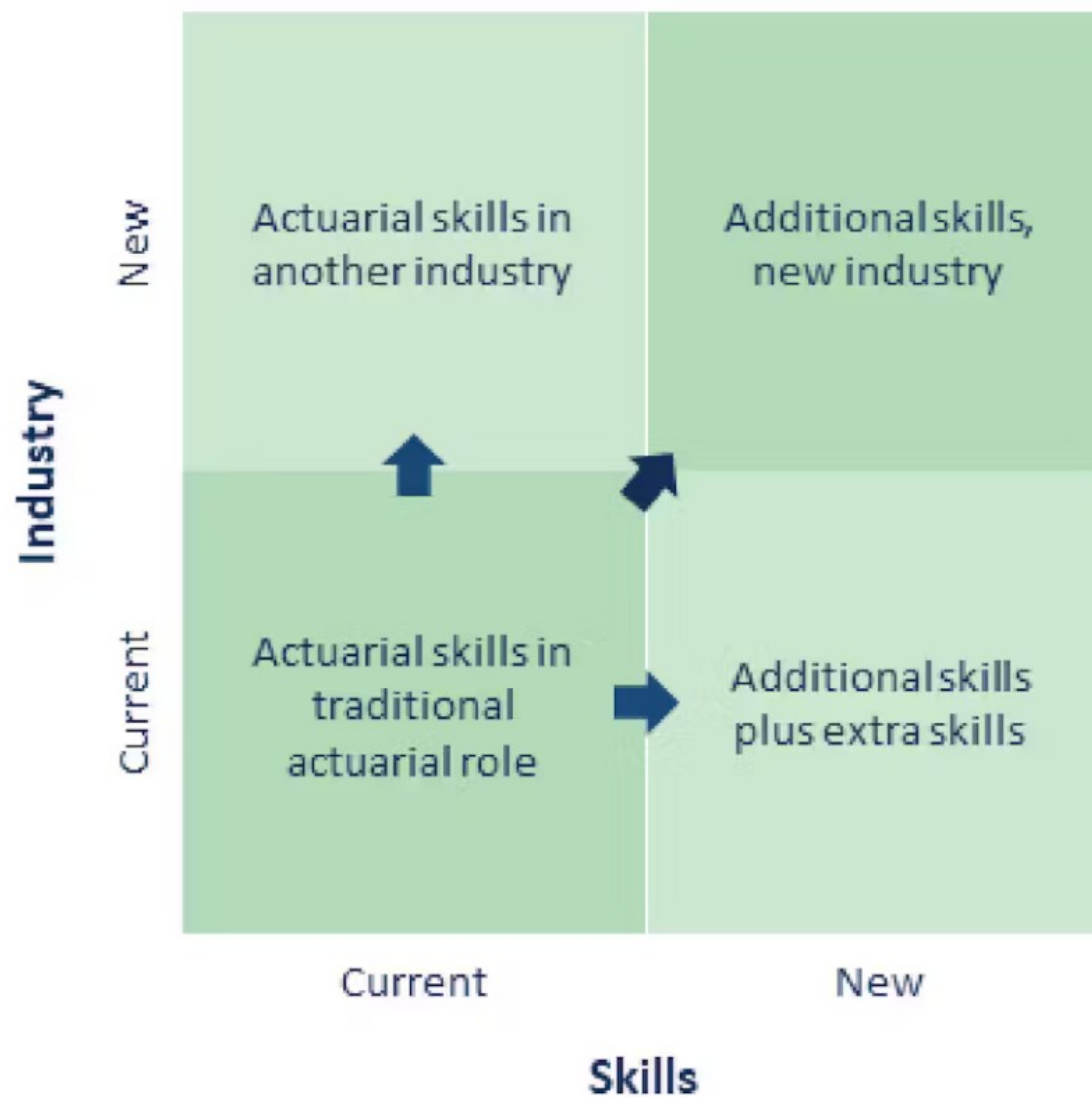
Who are you, and what matters to you?



2. What do I want to be known for?



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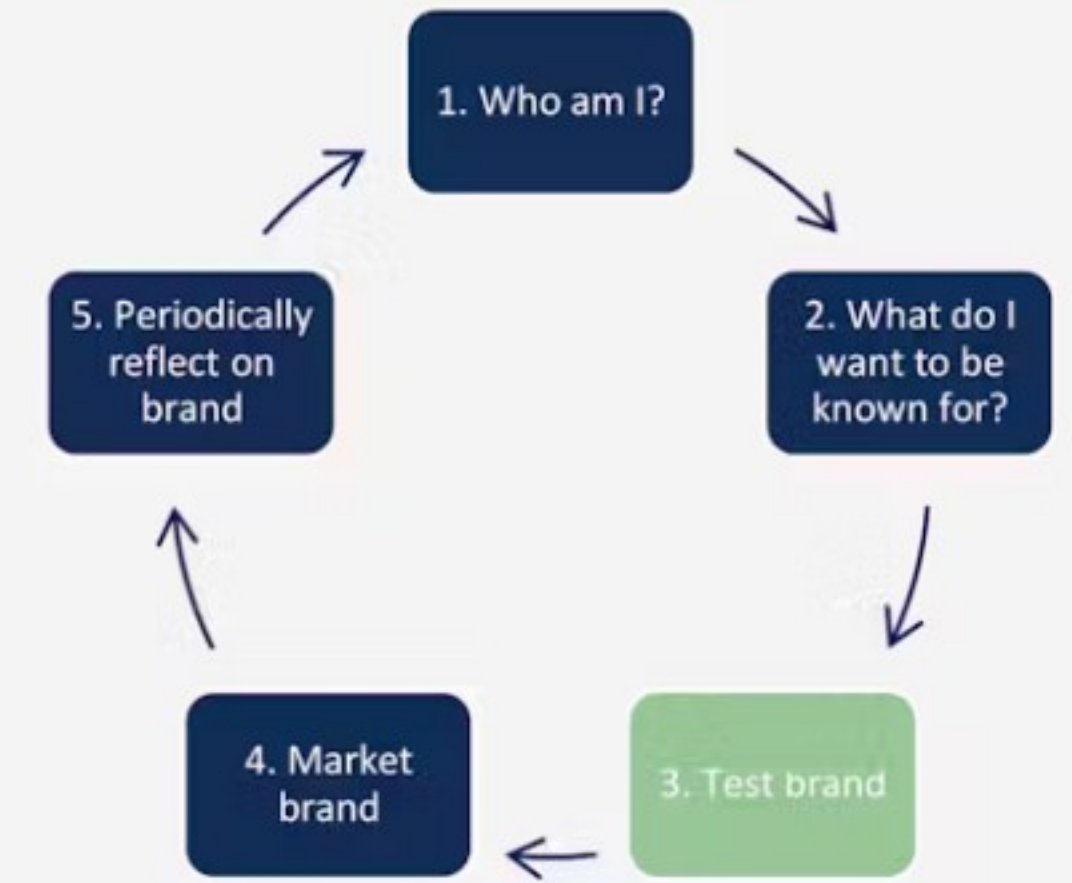
Breakout group:

What do you want to be known for?

- What is your personal brand in one sentence?
- Tell it to the person next to you.



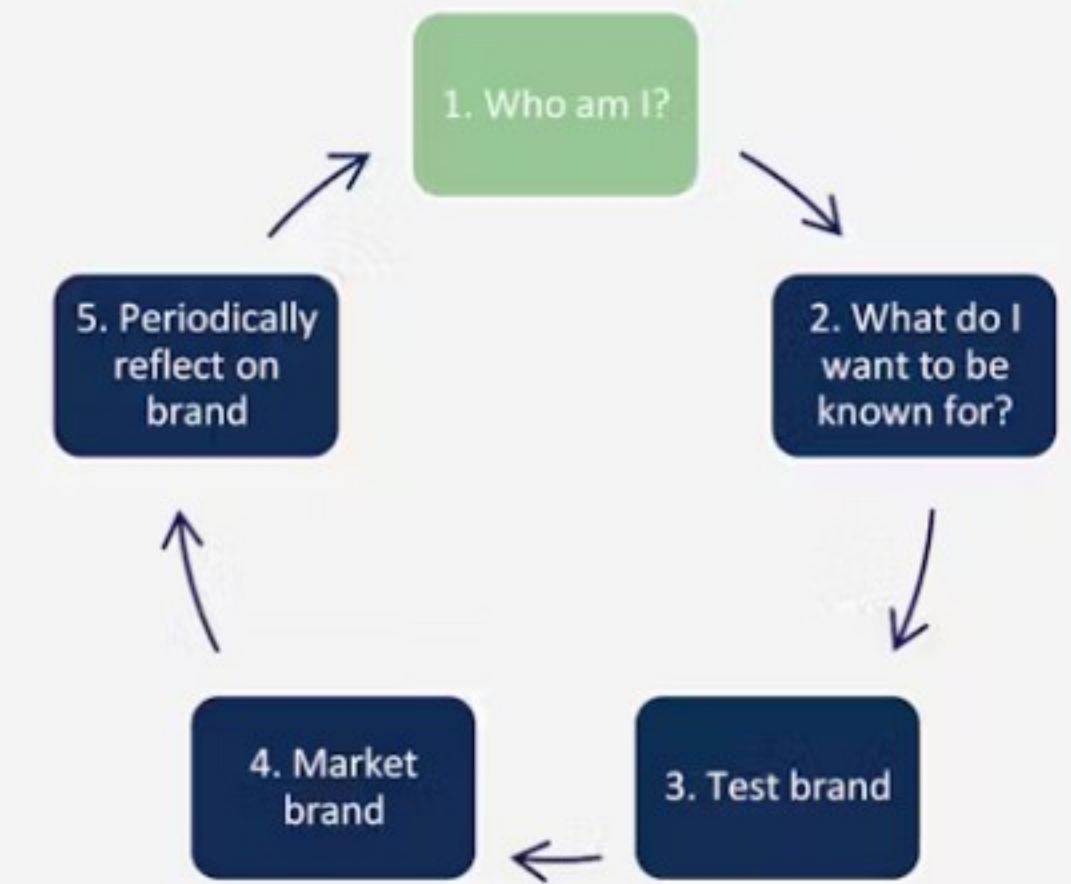
3. Testing your brand



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Ask others to select 5 – 10 words that describe you.

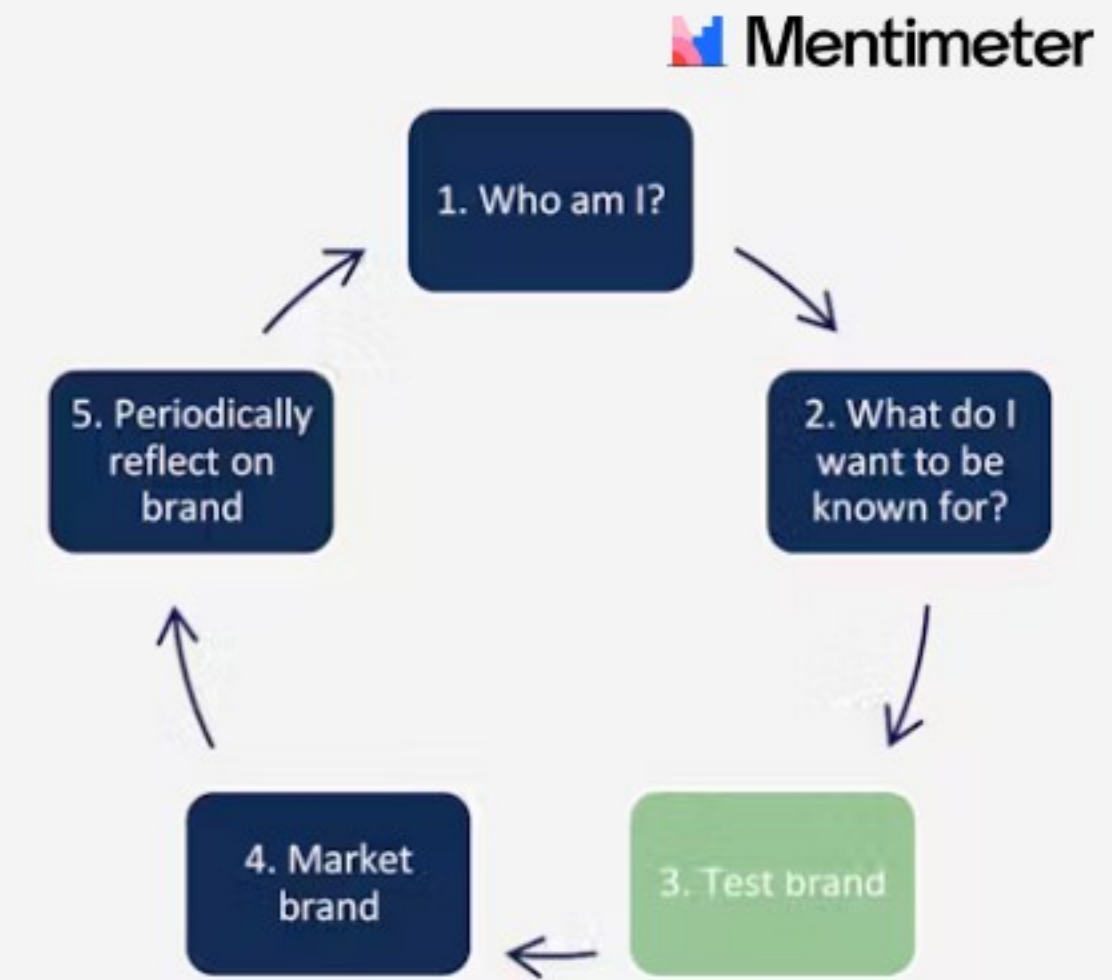
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3. Testing your brand

Activities:

- Ask 5 people you know to choose 5 – 10 words that describe you well. Are they similar or different to the words you would choose?
- Ask yourself: Are you the “go to” person for the things you want to be known for? If not, who is, and why do people go to them?
- Ask your peers and manager what they think you are known for. How does this compare to what you want to be known for?

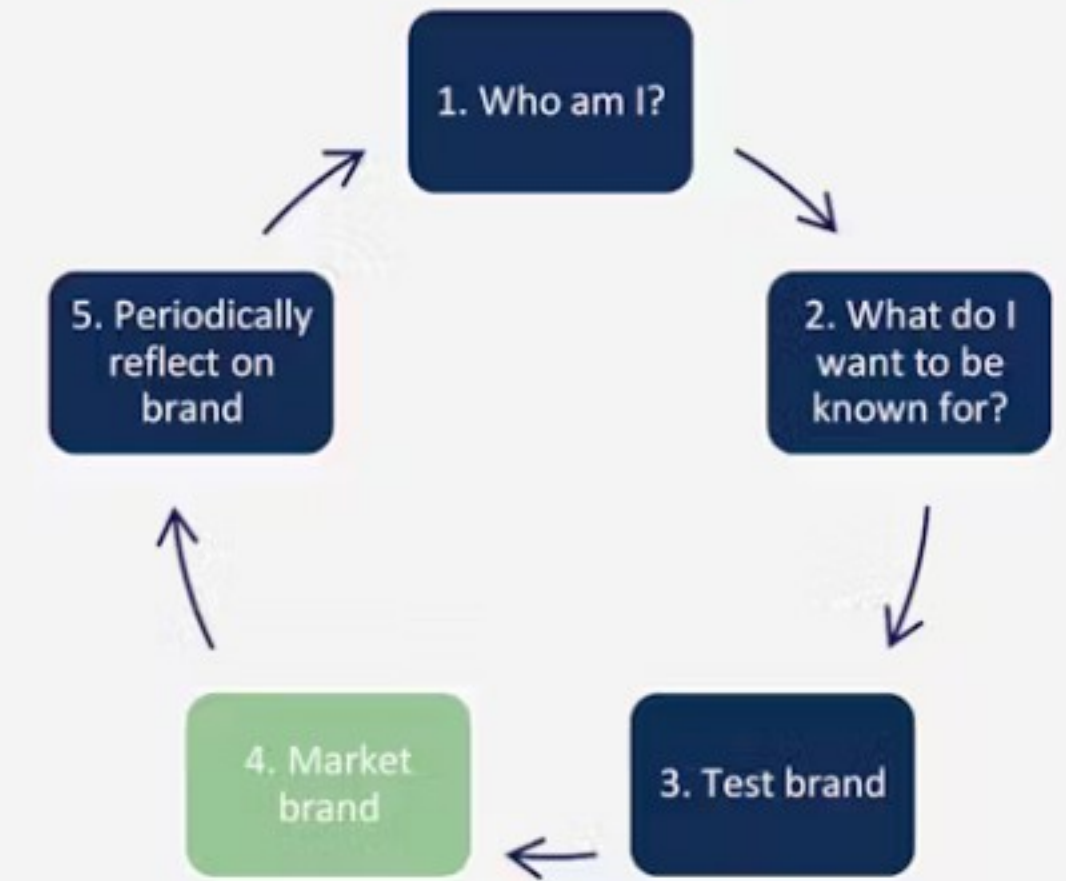


Reflection:

How will you test your
brand?



4. Marketing your brand



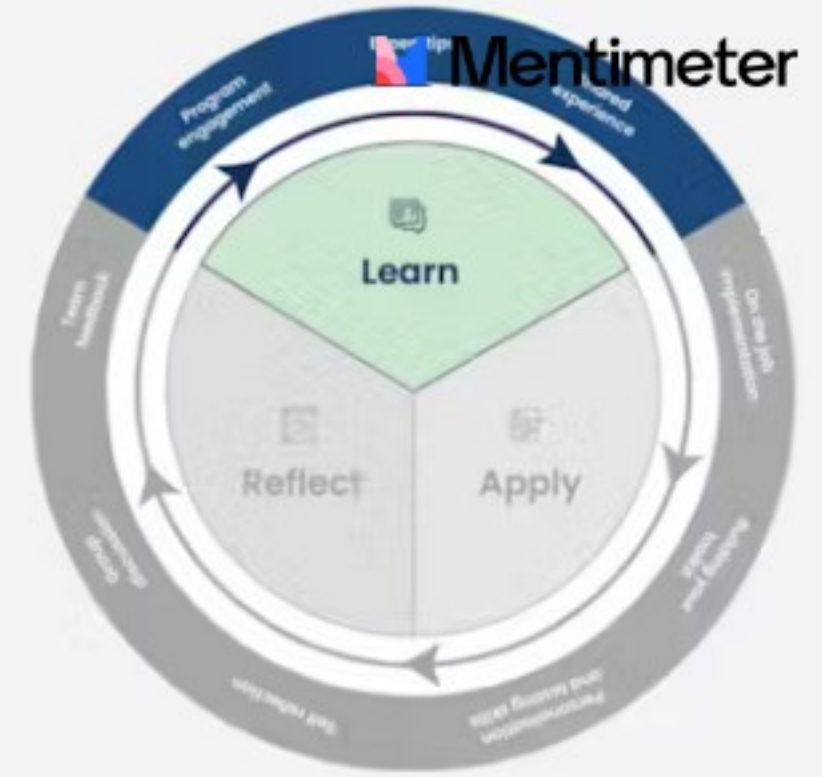
4. Marketing your brand





LinkedIn tips

LinkedIn can be a valuable tool for actuaries. Here are some tips to improve your LinkedIn presence:



Profile



Connections



Engage



How will you market your brand?

LinkedIn and networking

Expand network

Giving presentations

Present at seminars with
other experts in my
chosen area

Grow network

volunteering

Presenting at summit

Attending events both
inside and outside of
work

How will you market your brand?

Increase personal
network (in-person)

Find genuine ways to act
consistently with how you
want to be known for

Networking

Participating in industry
working groups

Join groups forms in new
fields of interest

Think about the language
used at work - it will change
people's perceptions.

Presentations and
attending events

Attend events to learn
from peers

How will you market your brand?

articles and podcasts

By networking and Linked in, though could do more

put hands up to write more papers for committee and Board.

LinkedIn and reputation through contacts/clients

More active involvement in LinkedIn, more public speaking roles, volunteer

Though LinkedIn posts & connections

Regular networking catchups (2 per week)

Participation in Society and industry groups

How will you market your brand?

Get involved in communities

By the way I relate and work

- keep learning- write about topics I know on channels like Medium- keep "building brand" in mind on a daily basis

LinkedIn, conference speaker, coffees, writing papers or articles, extending network participation

Share content in LinkedIn

continue to learn the area you are interested in and build connections with people

Volunteering

Volunteer in my areas of interest
Build my network
Speak at events

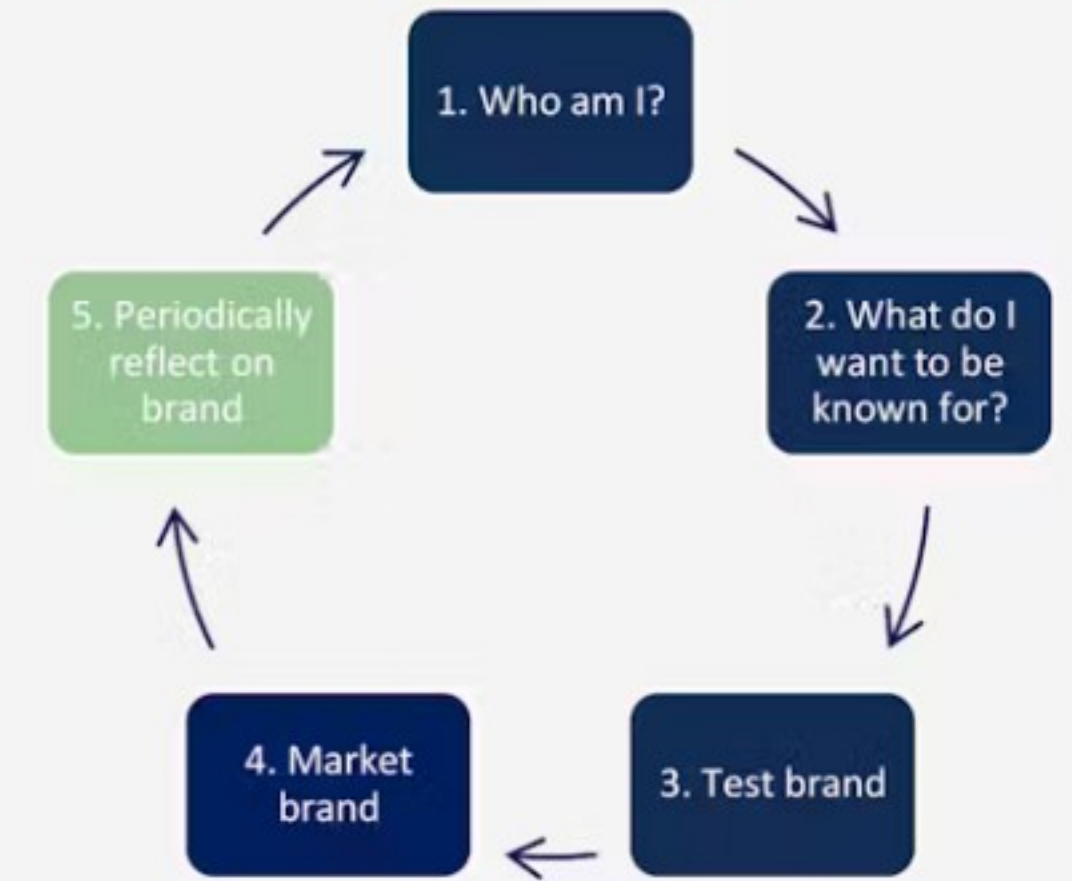
How will you market your brand?

Firstly, through networking session or industry session. Tell people what I do and this will firstly give a strong impression to others or also coffee chat

stay engaged with the connections , nurture existing relationship expand networks volunteering

First internally, then then with contacts in the industry.

5. Periodically reflect on your personal brand



Older Actuaries

Mid Career Actuaries

Youngest Actuaries

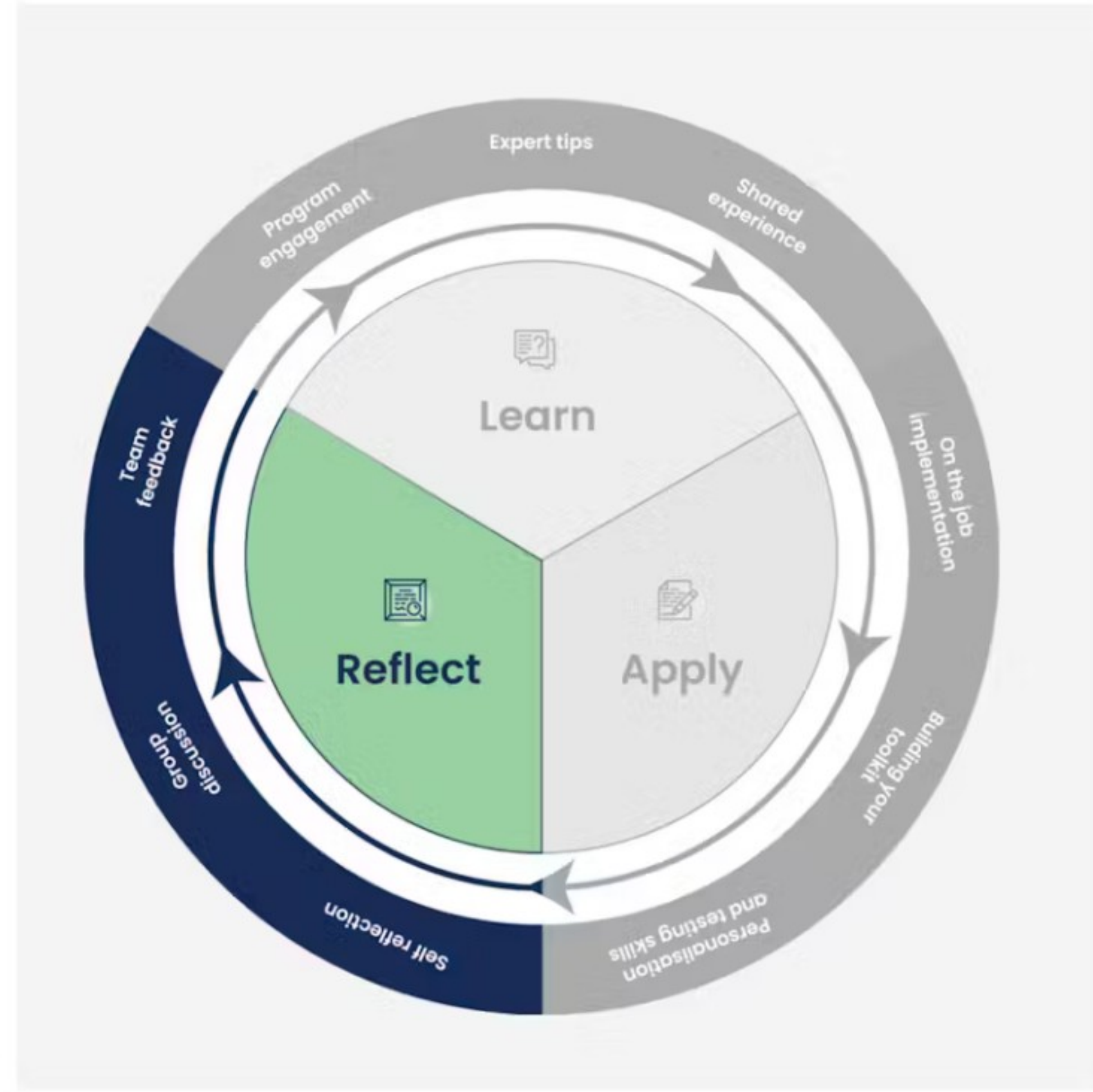


Reflection:

How and when will you
next reflect on your
personal brand?

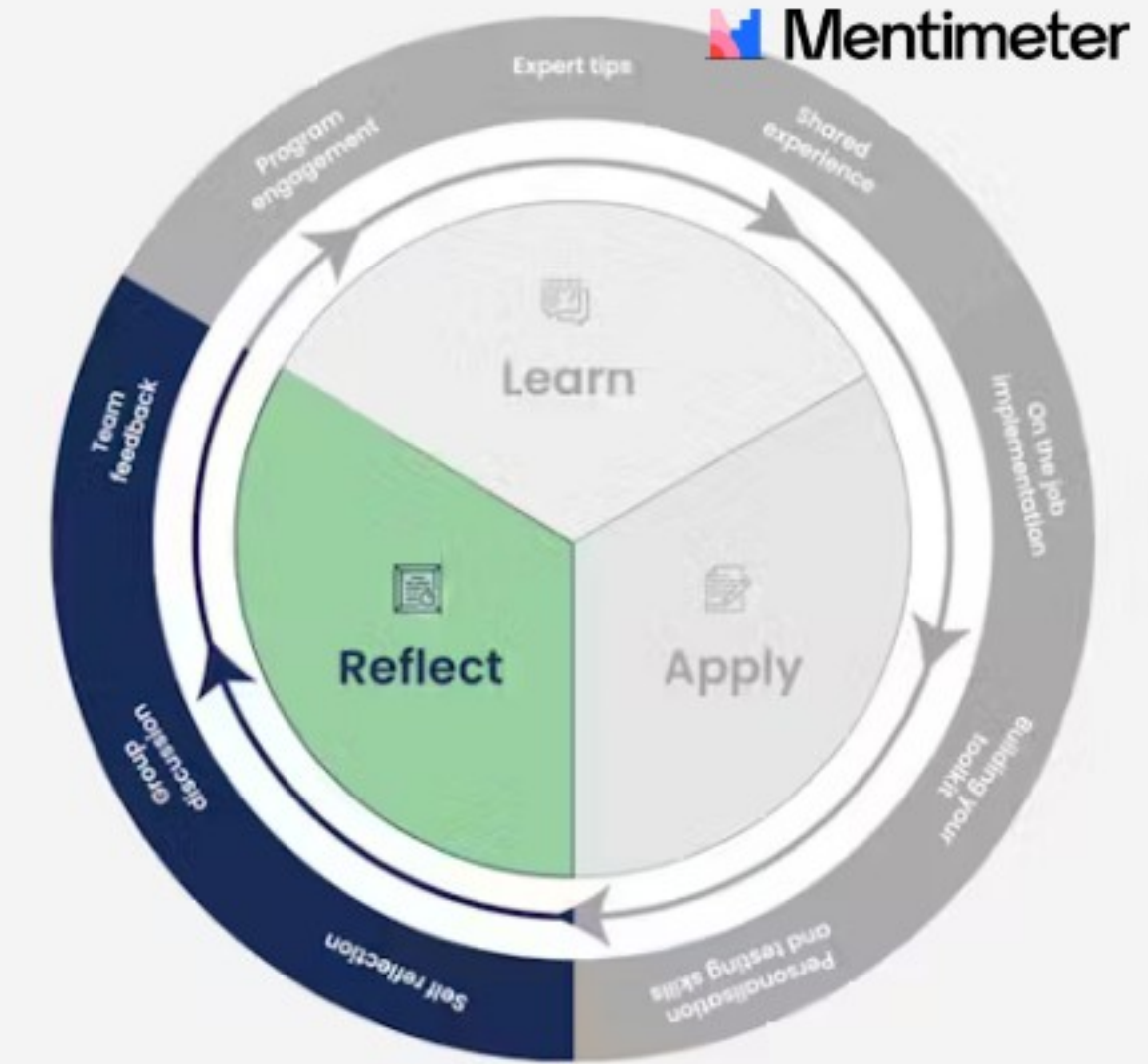


Reflect



Your personal brand:

- Already exists!
- Is how others perceive you.
- Can support or inhibit you in achieving your career goals.
- May evolve over time.
- Can be influenced by what you do.



To what extent do you agree with the following:

I can describe my personal brand.



I know why my personal brand is important.



I have a plan to continue to build my personal brand.



Strongly disagree

Strongly agree

Q&A

Join at
slido.com
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Actuaries
Institute.

Tell us what you
think?





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