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Context to the conversation

Jaspreet speaks about how he has thought about being intentional about cultivating his personal identity (more than a brand). He states that in a world where each individual will work for multiple corporations (unlike one company having multiple people), he states that it is paramount that we have a Brand that people know us by.

Transcription

Deepak Jayaraman (DJ): And the other piece I'm curious about Jaspreet, which I think stands out for you, is I noticed that you're very intentional about how you've gone about building your, if I may, use the personal brand. Sure. It's a term that gets bandied around. But I think it's there are many people who do gimmicky things, but I see that you've there's depth. And intent. So can you talk a little bit about how you thought about it? Again, over a period of time, and in a way it looks like you've been thinking about it even before you left the,

Jaspreet Bindra (JB): So I told you from that epiphany moment. Very interesting. Okay. Actually, I should have said that here, but anyway, it doesn't matter. You can draw it from there. Since then I just, I didn't know this. Concept of personal brand. Of course, all I wanted was an identity. Okay. That I should be known as this, not this from X or this working there or this of something. Okay.

DJ: Tied to something.

JB: Tied to something. So, without knowing that it basically would create a personal brand. And this was at the turn of the century. Okay? So around 2000 when I'm talking about. And so since then I started just expressing my. I writing stuff or speaking in places, or little bit of teaching here and there and it gradually built up. But two things. One Deepak, I believe that every one of us will need to have a personal brand irrespective of where we work or what we do. And I think a bunch of people are realizing that, okay. To the way they're going about it is a different matter, a bunch of people are realizing and there is a simple reason for that. I firmly believe that going forward and AI will come in into this going, yeah. Is that. This concept of one organization, many employees is going to change to one employee many organizations, it's gonna reverse. Okay? So you've seen the redoubtable, Elon Musk do that at that level. Okay.

DJ: Yeah.

JB: No one in the valley works for one company. It's one person, multiple companies, not one company, multiple people. And if that is, so you have to think of yourself like a corporation as

because if you have to be working in different places, they should be knowing you and you know what you do, et cetera, rather than subsuming your identity in one organization and just the rest of you are in that silo and no one knows anything about you. They only know about your organization. So therefore that's one reason, that's the big reason. But the second bit that you, so that's one principle, if it may.

Okay. And the second thing is interesting, see you, you talked about the depth, the gimmicks, etc. Frankly, a lot of people. Are disappointed that I don't do those gimmicks. Okay. And that I operate at the depth that I do, and I've been told innumerable times that while you operate at a certain depth and or a certain height from an intellectual viewpoint, the world is dumb. Okay. The world has been made dumb by social media. They only like memes and emojis and quick. Yeah, quick stuff, right? Yeah. Quick stuff. And you do this very well. You would realize this is true. And so there's so often I've been told to dumb down, and I'm pointed at people, won't name those people, but people who are intelligent, who have dumbed themselves. Took down, written very dumb books. Okay. And gone mass. And gone mass. And they earn 10 times what I do. Okay? And so sure there, but I am not doing this to become like an icon or an influencer or whatever. I'm doing this because this is what I like doing. And frankly, then I realized that. I've found my own position, therefore and so I think one, the first bit that I said is, therefore it's necessary to build a personal identity. I call it identity rather than a brand.

DJ: Interesting.

JB: Okay. And the second is, I. If all of us dumb ourselves down as we are doing in most of it, then you will become one of the many. So you should have a voice which is true to yourself, even if it means that for the longest time you'll not be earning the kind of money if you are sold your soul or your voice. In that sense. So those are the true, that's how my things here, principles here.

Reflections from Deepak Jayaraman

DJ: I love Jaspreet's take on staying true to himself and picking the altitude or depth that is in line with the kind of person he is. I totally agree with him on some of the Commercial trade-offs involved in these kinds of choices. Even in my case, there are many other podcasts who have more listeners and have sponsorships and other revenue streams. I have so far stayed away from those gimmicky approaches to keep the editorial integrity of the content.

At playtopotential.com, in the Curated Playlists section, you have 10+ Nuggets on Personal Branding from some of the leading minds when it comes to Brand Building.

End of transcription

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- 106.09 Jaspreet Bindra - Staying relevant in the world of AI
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About Deepak Jayaraman

Deepak seeks to unlock the human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

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