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Context to the nugget

Ambi talks about how we can all learn from the world of brands to think about our personal brands. He talks about the criticality of sharing ideas that are in line with what your brand should stand for. He also discusses the criticality of collaboration in ensuring that you are able get the word out about your brand and what you can offer to the world.

Transcription

Deepak Jayaraman (DJ): What are some of the lessons from the world of Brand building/ brandbuilding.com that can sort of benefit practitioners or solo advisors can benefit from, what are some of the principals that are helpful to bear in mind?

Ambi Parameswaran (AB): I think the basic principles of all brand building will work, which is who's your target customer? Who are you dealing with? What does your brand stand for? And are you true to your brand DNA and everything you do? And are you interested in invest your time and effort to build your brand? I mean here you for example doing it through podcast, I am doing this by writing books, by writing columns etc. so people will come and tell me how do I become visible to the world? I said the first thing is start writing and start posting it on LinkedIn and start connecting and tagging your lot of friends and you won't believe it, people who are, they take months to write one article, I said why do it take you so long to write a 500 word article? You know so much, you are so knowledgeable, so if you don't take that effort to first define who is my target customer I wanted to deal with what does my brand going to stand for? And what can I do to perpetuate my brand? You will be in the same place the world will keep moving and that's important if you are a product brand, service brand or a personality brand, like I am sitting and doing this with you it will somewhere help you to somewhere help my brand, it will help your brand, so look for opportunities to collaborate look for opportunities to share.

Reflections from Deepak Jayaraman

DJ: The only piece I would add to what Ambi says here is that Content creation is one way of building a personal brand. But I have seen people use content curation as an interesting way of building a brand. A close friend of mine who used to head Strategy for a large publication sends out a daily newsletter using Nuzzle (spelt NUZZEL) on topics that he is curious about – marketing, media, advertising and strategy. He spends a significant amount of time reading on these topics first thing in the morning and sends out 5 articles that left an impact on him. Helping us decode signal from noise is of value in the world we live in where there is an explosion in the number of mediums and

channels that we are exposed to and a spiralling drop in the quality of the average content that is being produced.

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End of nugget transcription

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Personal brand: This is not a new concept but as we hurtle towards a world where the Gig Economy will be a key structural component of the economy in addition to large organizations, how we build our personal brand is something every leader needs to be thinking about. What can we learn from how Businesses build brands? How does that need to change in the digital world? You can access the playlist [here](#).

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About Deepak Jayaraman

Deepak seeks to unlock 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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