



# REMARKABLE ME

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Personal Branding Workshop

H U S T L E   &   H E A R T   C O N S U L T A N C Y



A woman with short dark hair, wearing a bright orange blazer over a black top, stands with her arms crossed by a large window. The window looks out onto a city street with buildings and a car. The background wall has a subtle, wavy pattern. Overlaid on the image are several white, rounded rectangular labels with black text, each representing a different aspect of her identity or career.

HUSTLE & HEART

**DANCING &  
BASKETBALL**

**JUST DO IT  
IN MY DNA**

**BIG DREAMER  
& GO-GETTER**

**INTROVERT**

**TV/FILM  
PRODUCER**

**MOTHER**

**D&I  
ADVOCATE**

**SURINAM  
ROOTS**

**QUEEN  
HUSTLER**

**42 YEARS  
OLD**

**ENTREPRENEUR**



HUSTLE & HEART

**PERSONAL  
BRANDING: "WHAT  
DO YOU WANT  
PEOPLE TO SAY  
ABOUT YOU WHEN  
YOU ARE NOT IN THE  
ROOM"**

JEFF BEZOS





# BUILDING YOUR BRAND AND COMMUNICATING IT TO OTHERS, HELPS YOU TO:

DIFFERENTIATE  
OURSELVES IN A  
HIGHLY COMPETITIVE  
INTERNAL AND  
EXTERNAL  
MARKETPLACE

INCREASE OUR  
VISIBILITY IN THE  
COMPANY AND MAKE  
OTHERS AWARE OF  
OUR PRESENCE

ENSURE PEOPLE HAVE  
A CLEAR SENSE OF  
WHO YOU ARE AND  
HOW TO WORK WITH  
YOU

BECOME MORE SELF-  
CONFIDENT AND SELF-  
MOTIVATED AS WE  
GAIN IN SELF-  
AWARENESS AND  
CLARITY ABOUT WHAT  
WE HAVE TO OFFER



HUSTLE & HEART

INTERNAL STRATEGY  
VISIBILITY



EXTERNAL STRATEGY  
PASSION & VISION



PEOPLE STRATEGY  
NETWORK



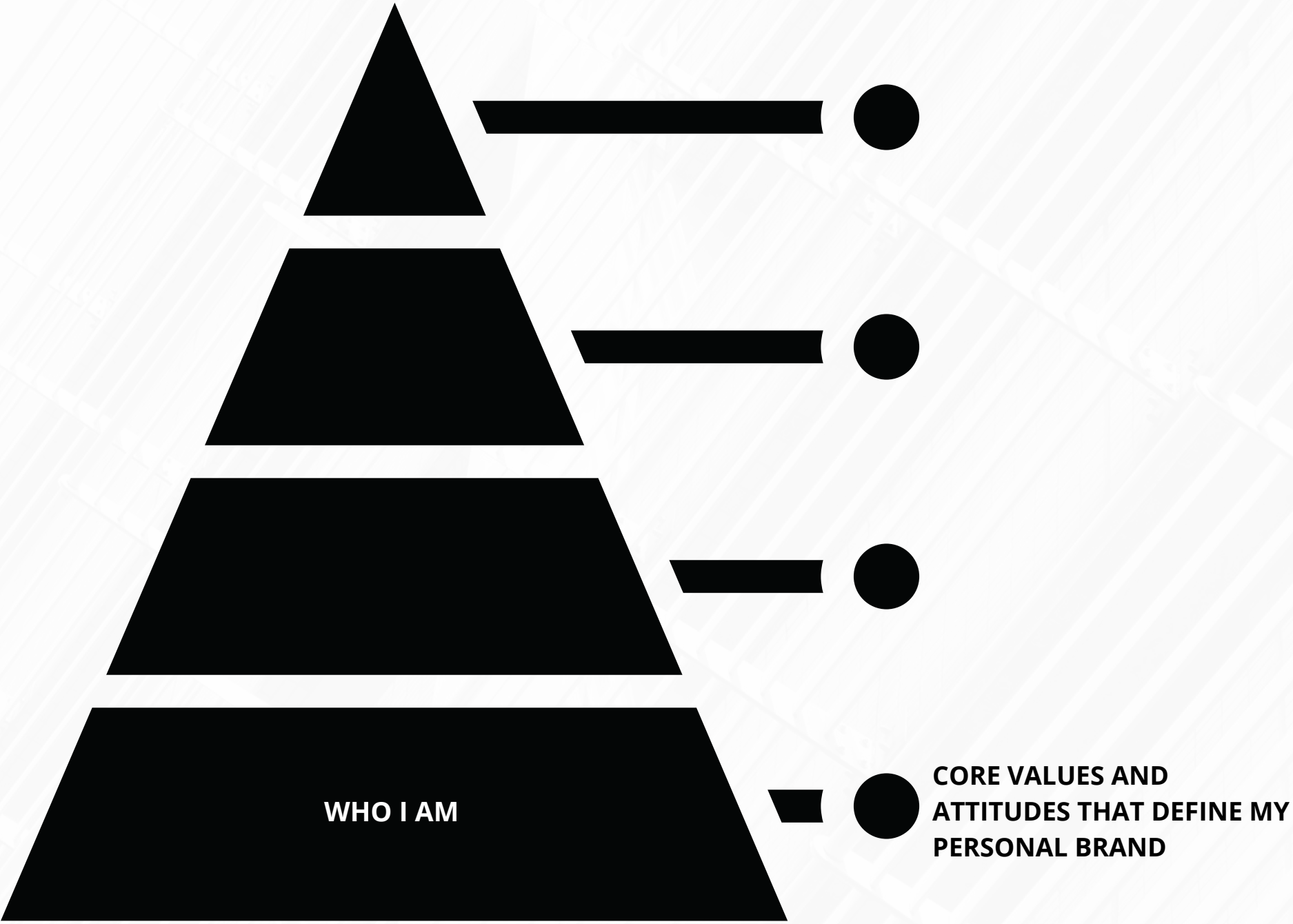


# PERSONAL BRANDING PYRAMIDE





# CORE VALUES



**CORE VALUES INFORM YOUR THOUGHTS,  
DECISIONS, AND ACTIONS AND HELP YOU  
ALIGN YOUR CAREER OR LIFE PATH TO  
WHAT'S IMPORTANT TO YOU.**





HUSTLE & HEART

# MY VALUES: AUTHENTICITY, VULNERABILITY, JUST DO IT, HARMONY, PERSEVERANCE, COMPASSION

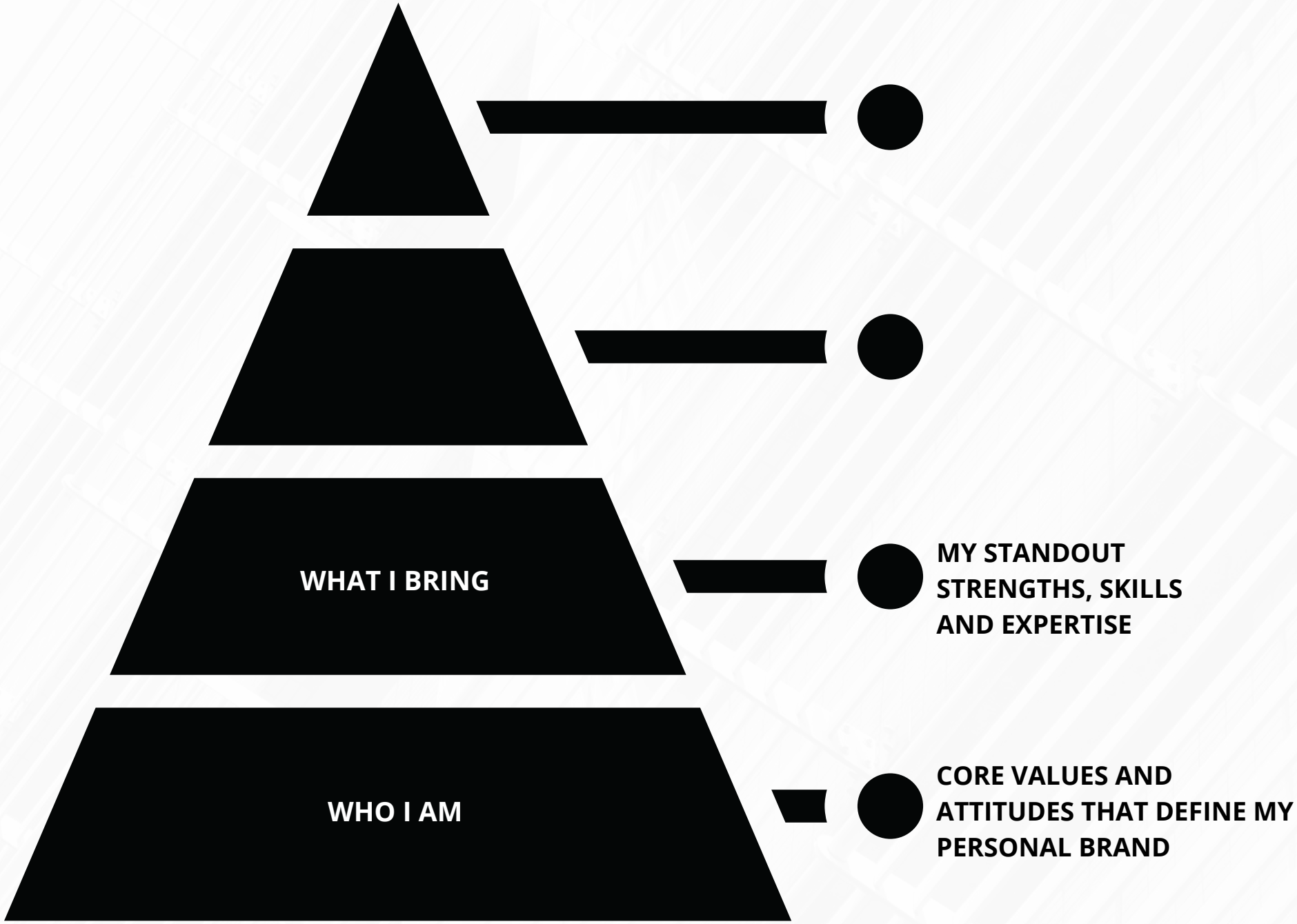
- Authenticity
- Accountability
- Achievement
- Adventure
- Authority
- Autonomy
- Balance
- Beauty
- Boldness
- Compassion
- Challenge
- Citizenship
- Community
- Competency
- Collaboration
- Contribution
- Creativity
- Curiosity
- Determination
- Fairness
- Faith
- Fame
- Friendships
- Fun
- Growth
- Happiness
- Honesty
- Humor
- Influence
- Inner Harmony
- Justice
- Kindness
- Knowledge
- Leadership
- Learning
- Love
- Loyalty
- Meaningful Work
- Openness
- Optimism
- Patriotism
- Peace
- Pleasure
- Popularity
- Recognition
- Religion
- Reputation
- Resilience
- Respect
- Responsibility
- Security
- Self-Respect
- Service
- Spirituality
- Stability
- Success
- Status
- Trustworthiness
- Wisdom





HUSTLE & HEART

# STAND-OUT STRENGTHS







**QUEEN  
HUSTLER**

**NOT AFRAID TO  
FAIL**

**CONTAGIOUS  
ENERGY**

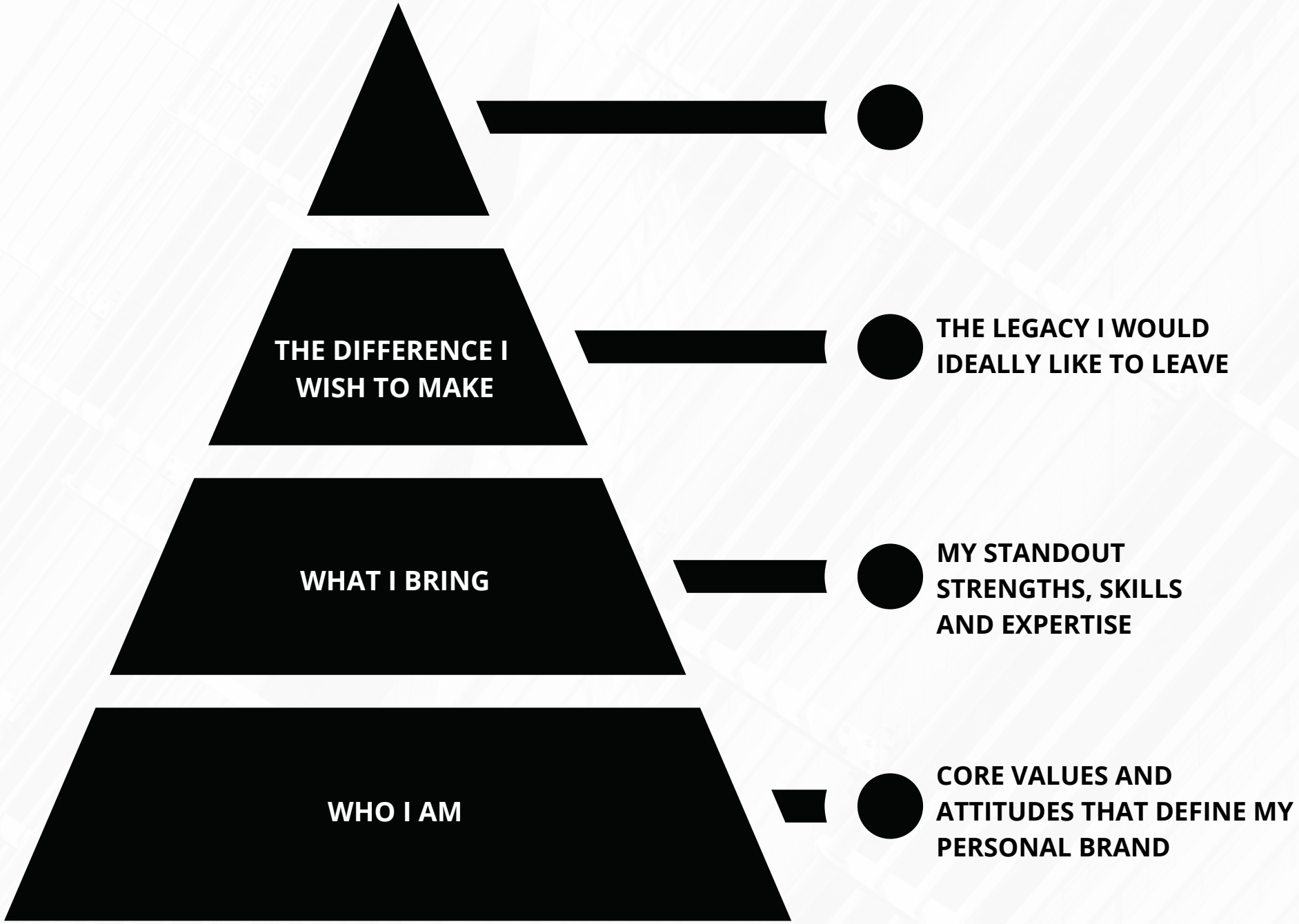
**UNLOCK  
POTENTIAL**

**EFFORTLESSLY CREATE  
A SAFE SPACE**





# LEGACY







ME  
TIME!

"Create an inclusive and equal playing field for  
female professional"





# LEADERSHIP





HUSTLE & HEART

**"I am a  
connector"**

**"I unlock  
potential"**

**"I build high  
performing  
teams"**





# HOMework

Personal Branding Workshop - session II



**What do you need to do more of, less of or differently to close any 'gap'?**

**What is your "picture of success" if you are leading fully in line with your brand for your career**

**Who do you need to achieve your career goal?**





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