



Personal Branding For Leaders

GOLDIE CHAN
Global Marketing Day, 2019



**When you're in your
lane, there's no traffic.**

AVA DUVERNAY,
DIRECTOR AND FILMMAKER

GOLDIE CHAN

"OPRAH OF LINKEDIN"

- **LinkedIn Top Voice for Social Media**
- Founder, Warm Robots
- Contributor, Forbes
- Daily channel on LinkedIn: #DailyGoldie
- Over 700 videos + 5M content views
- Over decade in marketing
- Global partnerships with Adobe, Microsoft, London & Partners



OVERVIEW

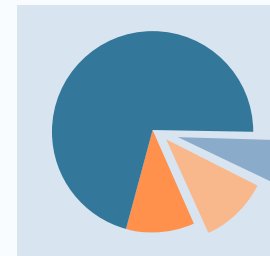
PERSONAL BRANDING FOR LEADERS



Why Build A Personal Brand
As A Leader?



The Five Cs of Personal
Branding



Social Media Platforms



Homework

A person stands in silhouette on a dark, rocky hill, looking up at a vast night sky. The Milky Way galaxy is visible as a bright, colorful band of stars stretching across the sky, transitioning from warm orange and yellow at the bottom to cool blue and purple at the top. The background is filled with countless stars.

WHY BUILD A PERSONAL BRAND?

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WHY BUILD A PERSONAL BRAND?

- BUILD CREDIBILITY
- STRENGTHEN YOUR NETWORK
- SHARE THE WEALTH (OF KNOWLEDGE)
- STRONGER ADVOCATE FOR INTERNAL CAUSES
- HIGHER JOB STABILITY

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AS A LEADER:

**YOUR CREDIBILITY AROUND SUBJECT
MATTER, YOUR CONFIDENCE IN PUBLIC
AND PRIVATE PROFESSIONAL FORUMS,
YOUR CLEAR COMMUNICATION AND
CURIOSITY (LISTENING) TO OTHERS**

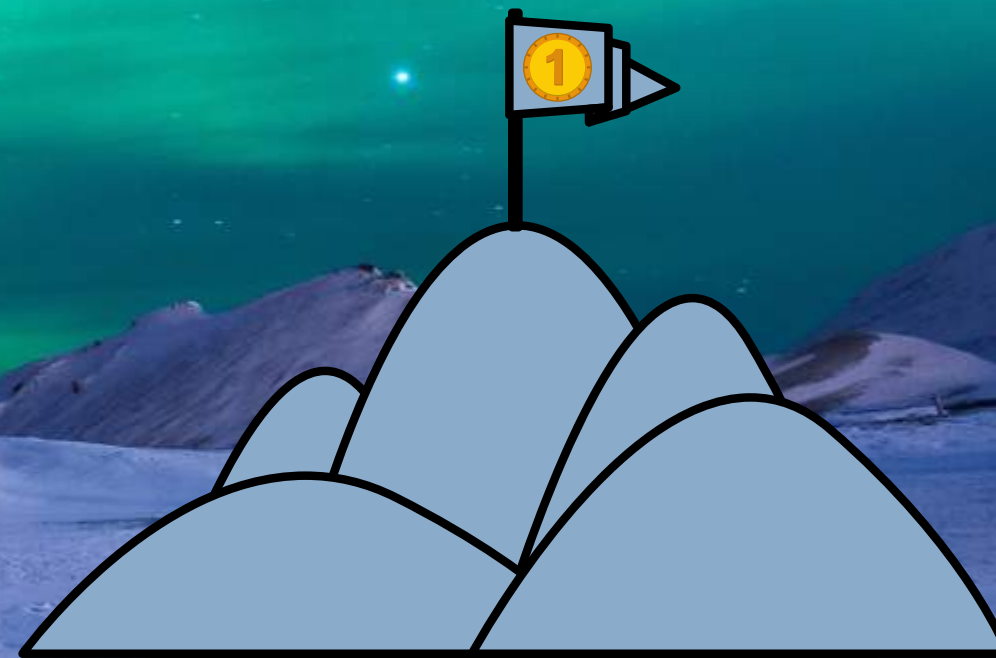
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SUCCESS*

***PERSONAL & PROFESSIONAL FULFILLMENT**

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HAVING A **PERSONAL BRAND**
AS A LEADER SETS UP
EVERYONE, INCLUDING
YOUR TEAM, FOR **SUCCESS.**



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A person stands on a dark, silhouetted hill, looking up at a vast night sky filled with stars. The Milky Way galaxy is visible as a bright, colorful band of light stretching across the sky. The text "WHAT ARE THE TOP LEADERSHIP TRAITS?" is overlaid in large, white, bold letters.

WHAT ARE THE TOP LEADERSHIP TRAITS?

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WHAT MUST A LEADER SHOW?

1. CONFIDENCE
2. CURIOSITY
3. CREDIBILITY
4. CATALYST
5. COMMITMENT (CULTURE)





1) CONFIDENCE

- "THE FEELING OR BELIEF THAT ONE CAN RELY ON SOMEONE OR SOMETHING; FIRM TRUST."
- HOW CAN WE BE MORE RELIABLE AND INSPIRE TRUST?
- HOW CAN WE BE STRONGER SPEAKERS/BRAND OR TEAM ADVOCATES IN PUBLIC?



2) CURIOSITY

- "A STRONG DESIRE TO KNOW OR LEARN SOMETHING."
- HOW CAN WE BE INSPIRE OUR TEAMS TO LEARN MORE AND DEVELOP UP?
- HOW CAN WE BE BETTER LISTENERS?



3) CREDIBILITY

- "THE QUALITY OF BEING TRUSTED AND BELIEVED IN."
- HOW CAN WE BUILD TRUST WITHIN OUR TEAM AND GLOBAL BRAND?
- HOW CAN WE POSITION OURSELVES AS THOUGHT LEADERS?



4) CATALYST

- "A PERSON OR THING THAT PRECIPITATES AN EVENT OR CHANGE"
- HOW CAN WE ENCOURAGE OUR TEAMS TO BE OPEN TO CHANGE
- HOW CAN WE CREATE INTERNAL CHANGE?



5) COMMITMENT (CULTURE)

- "THE ATTITUDES AND BEHAVIOR CHARACTERISTIC OF A PARTICULAR SOCIAL OR WORK GROUP."
- HOW CAN WE STRENGTHEN AND GROW OUR NETWORKS IN A HEALTHY WAY?
- HOW CAN WE CREATE SUPPORT INTERNAL CAUSES?

SOCIAL MEDIA PLATFORMS



LINKEDIN



TWITTER



INSTAGRAM



FACEBOOK

TRY THIS:

- 1) ORGANIZE ONE EVENT INTERNALLY (LUNCH, MEETUP, FUN ACTIVITY)
- 2) ENCOURAGE AT LEAST 5+ COWORKERS TO ATTEND
- 3) WRITE UP OR DOCUMENT THOUGHTS ON ACTIVITY
- 4) YOU'RE ON YOUR WAY TO BUILDING A PERSONAL BRAND!



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