

# The Biggest Brand is YOU

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A comprehensive guide to building  
an effective personal brand.

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## VISION

To simplify wealth creation.

## MISSION

To positively unlock opportunities in the society.



### FRIENDLINESS

Friendliness is the bedrock on which we build our relationships.



### INNOVATION

We are dedicated to evolving as a people and providing better and improved solutions that add value to our clients.



### RESPONSIVENESS

We are responsive to our client's needs and inquiries. Providing solutions and resolutions quickly and efficiently.



### SIMPLICITY

We have simplified our solutions, making them easy for our clients to adopt and implement.



### TRUST

Trust is at the core of who we are. On this, we are uncompromising.

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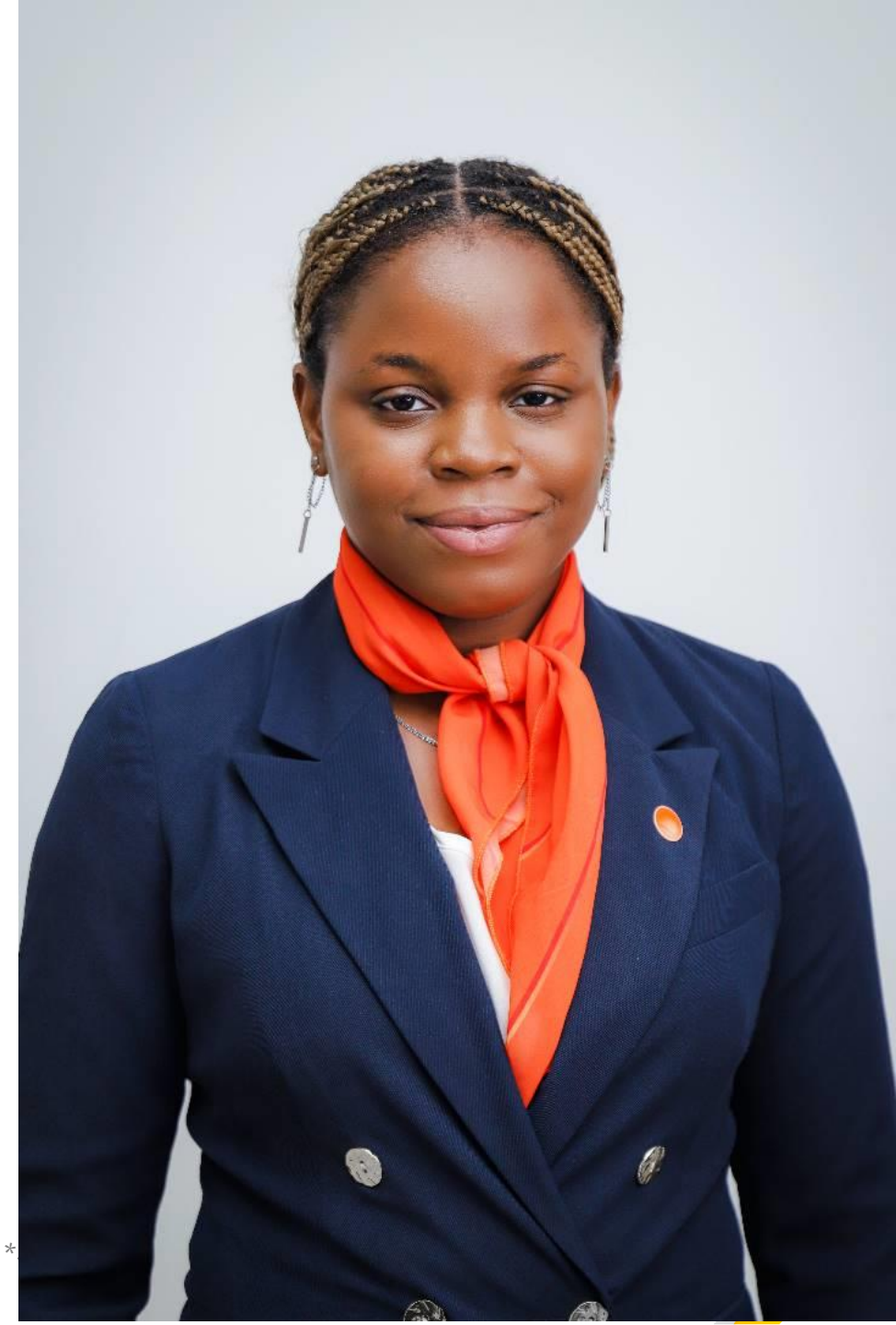
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## Oritsetimeyin Efejuku Corporate Communications Officer

Oritsetimeyin functions in the Digital Marketing & Brand Communications Unit of Norrenberger as a Corporate Communications Officer. She is a dedicated, collaborative, resourceful, analytical, and efficient communications professional. She has about 5 years of experience in the Agriculture, Technology and Financial Services spaces.

Prior to joining Norrenberger, she worked as the Corporate Communications Specialist at ThriveAgric Limited, where she excelled in strategic communications and crisis management. She also previously worked in the National Assembly as an Executive Assistant to the Chairman of the Committee of Emergency and Disaster Preparedness.

Oritsetimeyin started her communications career with ThriveAgric as a Customer Service Representative, before becoming a Communications Specialist where she focused on Strategic Content Development, Crisis Management, Digital Marketing, Customer Relations Management, etc. She holds a Bachelor of Science (B.Sc.) in Political Science from Covenant University and is focused on continuous improvement, sustainable results, and impact.



## What is A Brand?

A brand is the sum total of how a product is perceived by those who experience it - clients, employees, media and the general public.

## A Personal Brand

A personal brand is how people perceive you – your friends, colleagues and the general public. It is your reputation; what people think about you when they hear your name and what they say when you're not in the room



Everybody has a **personal brand** – from your online and offline interactions, your reputation is already formed.

## To The Professional

- **It helps you stand out of the crowd**  
Effective personal branding allows you to stand out, increasing your visibility, and credibility and leaving a lasting impression.
- **It leads to opportunities**  
When you position as an authority and demonstrate value, you become a sought-after professional.
- **Your audience will trust you more**  
Consistently delivering value causes people to perceive you as reliable and trustworthy.
- **People will always screen you**  
Potential clients always examine your brand when you seek partnership opportunities.

## To The Company

- **Thought leadership**  
Employees with strong personal brands can be thought leaders, positioning the organisation as one with smart employees.
- **It leads to business development**  
Personal branding efforts can lead to new business opportunities.
- **It promotes brand consistency**  
A strong personal brand can align with the company's brand image.
- **It fosters a positive company culture**  
It fosters a culture of self-improvement, continuous learning and professional development.

## Did You Know?

# 70%

of hiring professionals have rejected a candidate because of something they found online.

In an increasingly digital world, social media is a great way to share your personal brand with the people you want to connect with. It allows you to take control of your online reputation.

Do not try to be on every platform. Pick one that **aligns with your brand goals** as well as **where your audience spends most of its time.**



## Google Yourself

What does your personal brand look like now? What is the public's perception of you?



## Define Your Goal

What do you want your personal brand to help you accomplish?



## Highlight your value proposition

How do you want people to describe you professionally? What are the things that make you unique?



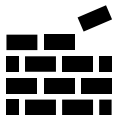
## Know Your Audience

Who can gain most from what you share and how do you see yourself helping them?



## Have An Effective Content Strategy

What is your mission statement and are you writing to create value?



## Build Your Personal Brand Online

How optimised are your social media pages?





While building your personal brand online, it is important to maintain **social media etiquette**. It is essential for projecting professionalism, consistency, and respect while ensuring positive first impressions and aligning your online presence with your brand values.

## DO

- Maintain professional conduct on social media platforms
- Actively support the company's social media efforts by sharing and promoting relevant company content.
- Respect confidentiality and non-disclosure agreements when posting on social media.
- Proofread your content before sending them.

## DON'T

- Don't Engage in Negative or Controversial Discussions
- Don't Overshare Personal Information
- Don't Violate Company Policies or Guidelines
- Don't be afraid to take a break from social media

The key is to always engage in a way that both reinforces your personal brand while bringing value to others.

# What Next?



Update your social media and work profile pictures with recent, good-quality pictures that reflect your brand.



Create and post engaging content on your LinkedIn page. You can also do this by reposting Norrenberger's post with your insightful opinion.





Maintain a fresh, clean look at all times while adhering to the Norrenberger dress code policy.


# Questions?



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