



Web Report
on
Interactive Session on “Personal Branding”

Title	Interactive Session on Personal Branding
Date	August 11, 2018
Resource Person/ Facilitator	Mr. Deepak Chhabra
Summary	<p>In today’s fast paced competitive world, you need to be more than just “The Right Candidate”. Many a times you realize, you were all there and were moving in all prepared, but still you somehow end up missing the opportunity.</p> <p>Maybe somewhere, someone tried to market himself in the most creative of the ways possible and was eventually able to relate himself more with the “Why You” of the opportunity as compared to other candidates.</p> <p>That’s exactly where he was more into portraying himself as a Brand and being able to pass on the way in its most creative of the forms.</p> <p>Given the ideology, an Interactive Session on Personal Branding was organized for the MBA students to dig deeper into the making of the Personal Brand and knowing as to how to do so in ways suitable to their candidature.</p> <p>The resource person initiated the session by shedding some light on the Beauty of Story Telling and the wonders it can do to your Personal Brand.</p> <p>Moving further, Mr. Chhabra made students aware about what Personal Branding actually means and how important it is to know the Self before hitting the point that I should start Branding myself.</p> <p>This was followed by deliberating on the ABC Approach wherein, the resource person pondered on the how of knowing what I as a person am all about and then eventually building upon the same and capitalizing on the opportunities available.</p> <p>Carrying on the discussion, Mr. Chhabra discussed ways by which one can add-on that unique perspective towards profiling yourself as not just the right candidate but an industry relevant candidate.</p> <p>Lastly, the resource person deliberated on how building Personal Brand augments one’s Corporate Brand, to which he/she is a part of.</p> <p>The Students showcased their eagerness as they asked question on how to assess my “Why” clearly and diligently thus getting acquainted to the need of the hour: “Personal Branding”.</p>