



HARVARD Kennedy School
JOHN F. KENNEDY SCHOOL OF GOVERNMENT

Personal Branding for Young to Mid-Career Professionals

Apr 11th, 2018, 4:15 PM - 5:30 PM,
Carr Conference Room, Rubenstein Building, Room 229

Ruma Samdani



Ruma Samdani

HKS MC/MPA 2012

Innovation Design Thinking Practitioner

I am a certified Design Thinking and Innovation coach. I have trained 270+ design thinkers and led projects around live business challenges. I have taught an education design thinking workshop at the prestigious Tokyo University of Sciences and at leading technical university in Santa Domingo. I practice with leading with consumer first.

I led foundational innovation work at the largest American nonprofit and embedded innovation first for the emerging demographic of multicultural segments, followed by creating a grassroots education effort throughout the organization. My expertise is a trifecta of business innovation, digital transformation and change expertise. I am a certified Innovation Trainer well versed with Design Thinking, Lean Start-up, and Business Model Canvas.

I serve on Harvard Kennedy School's Alumni Global Board of Directors and provides coaching, mentorship and advice to start-ups and am partner at Mentor's Fund Silicon Valley.

Workshop Outline

This hands on session will focus on refining your "what" and career branding with employers.

We will work on crafting:

- Personal Brand Vision Statement
- Outline your “what”
- Narrow your “what” outline
- Know your industry
- Adapt to your audience
- Update your online presence
- Clean up your digital footprint
- Must Have
- Parting Tips

Introductions

Lets write one.

Breakout

Personal Brand Vision Statement

Outline your Elevator Pitch.

Breakout

- 1- Who are you?
- 2- What is your passion?
- 3- Do your values align?
- 4- Why do you want to do it?

My Personal Brand Vision Statement

Outline your Elevator Pitch.

I want to be the best design thinking practitioner, by teaching design principles in **simple**, **accessible** and **repeatable** ways, so my clients can solve their problems and **create value**.

My Personal Brand Vision Statement

Outline your Elevator Pitch.

I want to be the best design thinking practitioner,

By teaching design principles in

How simple, accessible and repeatable ways,

Why so my clients can solve their problems and create value.



**Be prepared to talk
about yourself.**

Lets break it down.

Outline your “what”

Breakdown your “what” statement by writing down skills you want to brag about and are good at. Here is my list:

- Design Thinking enthusiast for 5 years
- Change Management expert for 7 years
- Digital transformation for 4 years
- Graduate of Business & Public Policy School
- Adjunct Faculty at GWU
- Interest in deep tech: IoT, AI, cryptocurrency
- Chocolate enthusiast

Breakout

Narrow your “what” outline

Breakdown your “what” statement in by writing down your skills you want to brag about and are good at. Here is my list:

- Design Thinking enthusiast for 5 years
- ~~Change Management expert for 7 years~~
- Digital transformation for 4 years
- Graduate of Business & Public Policy School
- ~~Adjunct Faculty at GWU~~
- Interest in deep tech: IoT, AI, cryptocurrency
- Chocolate enthusiast

Breakout

Demonstrate your value. Only you can pitch your “Why You”.

- Be current
- Know industry trends
- Know thought leaders
- Research well



TIP sheet

Be authentic

Be transparent

Be current

Stay focused

Tailor message

Breakout 1



Breakout 1

Volunteers to present who they are in 60 secs.

Take 3 mins to prepare your outline.

Take Away

Practice your pitch with a friend, in front of a mirror or by recording yourself.

Chances are your interviews and informational sessions will include a video session.

Get comfortable watching yourself and tailoring your body language to match your online presence.

Adapt to your Audience

- Know who you are talking to
- Do your research
- Adapt your message
- Make your message compelling

Update your online presence

- LinkedIn
- Twitter
- Appropriate social mediums

Clean up your digital footprint

- LinkedIn
- Twitter
- Instagram
- Facebook
- Other social mediums



TIP sheet

Match messaging to social media

Mirror language from JD

Be current

Conduct a “friendly” audit

Be authentic

Must Have

- Personal Brand Statement aka Elevator Pitch
- LinkedIn
- Short tailored bio
- Cover Letter **
- Updated resume
- Enthusiasm
- Passion
- Personality. Be yourself.



- Don't embellish
- Don't inflate facts
- Avoid little white lies
- The only thing you can fake is confidence

Handout: Top 10 Personal Branding Tips

1. Craft a clear Personal Brand Vision Statement
2. Keep LinkedIn current and updated
3. Craft a short tailored bio
4. Updated resume
5. Know your industry, thought leaders and trends
6. Adapt pitch to your audience
7. Update your online presence
8. Clean up your digital footprint
9. Stay authentic
10. Stay focused

