

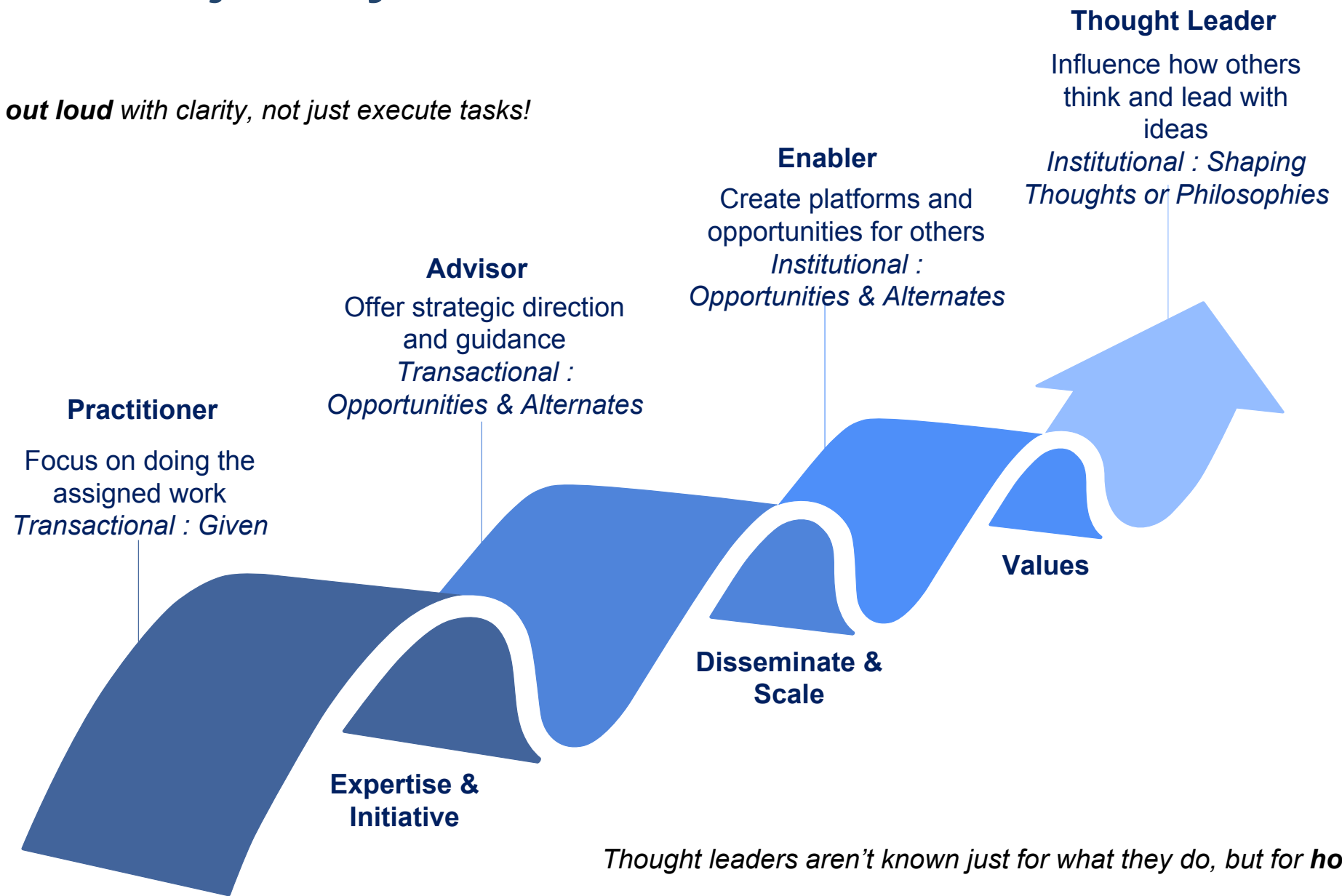
# ***Branding for Professionals – From Practitioner to Thought Leader***



***Presented by : CA Arpit Jain***

# ➤ Transition in the journey of a Professional

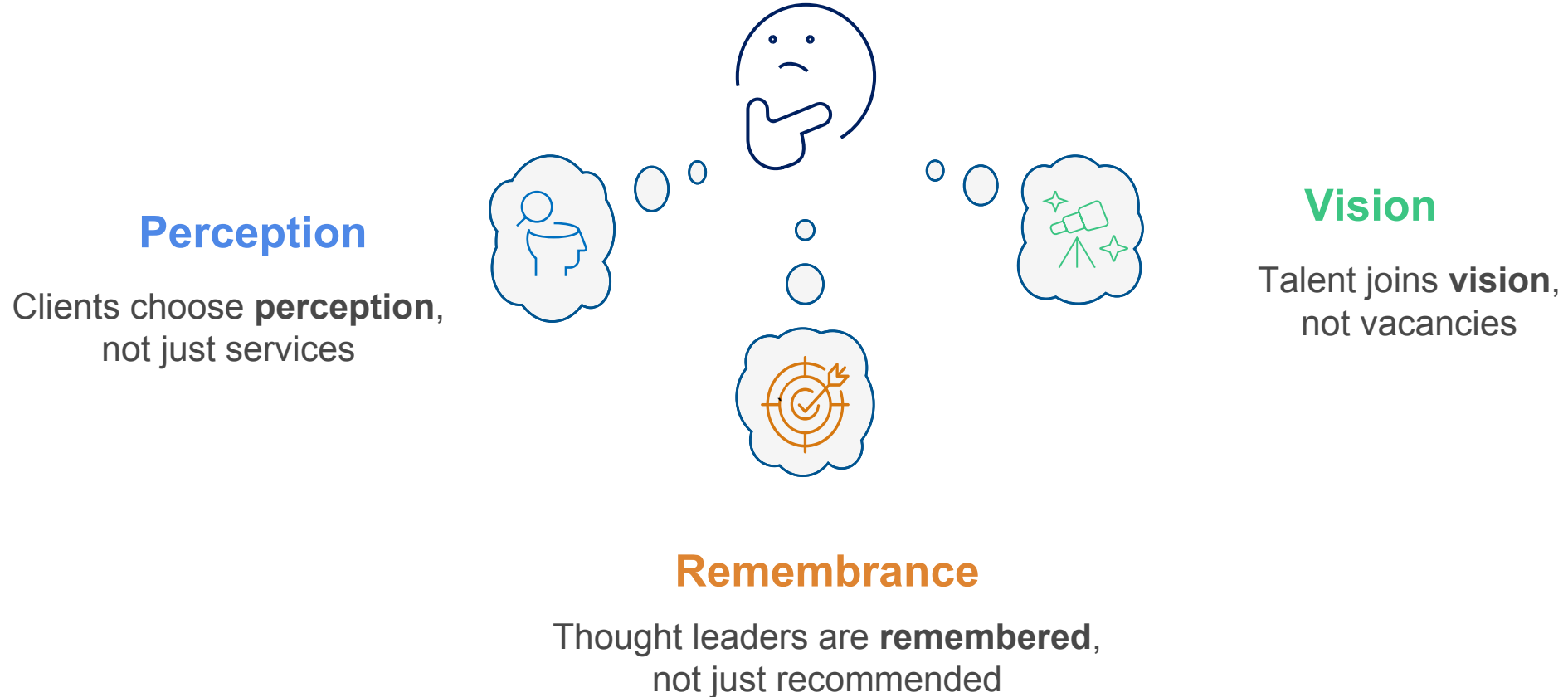
Thought leaders **think out loud** with clarity, not just execute tasks!



Thought leaders aren't known just for what they do, but for **how they think!**

# > Why Professional Branding Matters?

*Branding is the silent reputation that speaks for you before you do!*



*Branding is not vanity—it's clarity, credibility, and career leverage!*

## ➤ What is Personal Branding?



## Your professional reputation, intentionally shaped



## Built on values, expertise and communication



## It is earned, not just created



*Jeff Bezos quoted "Your brand is what people say about you when you're not in the room"*

# ➤ Personal Branding – Core Components

*Brand recall starts when your “why” is clear — and lived, not just told!*



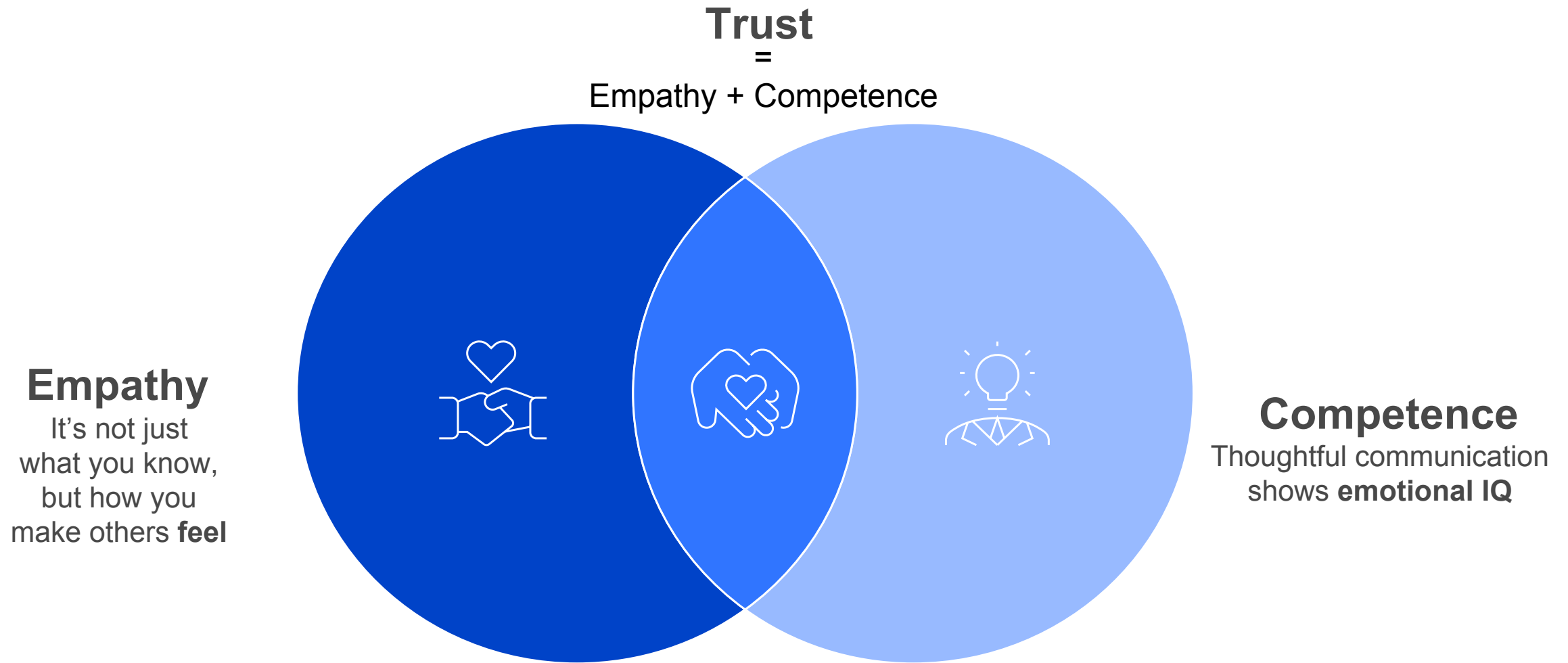
*Branding is a two-way conversation at every interaction. Consistency matters!*



# Unique Value Proposition



# ➤ Why Emotional Intelligence is Important?



*Branding is a **work of art** backed by emotional insight. People may forget what you said, but they won't forget how you made them feel.*

# ➤ Strategic Touchpoints to Build Brand Recall



## Public

Communication with the public through social impact projects. Sharing alumni talks.



## Industry

Communication with industry through panels. Sharing on LinkedIn and podcasts.



## Clients

Communication with clients through insights and debriefs.



## Teams

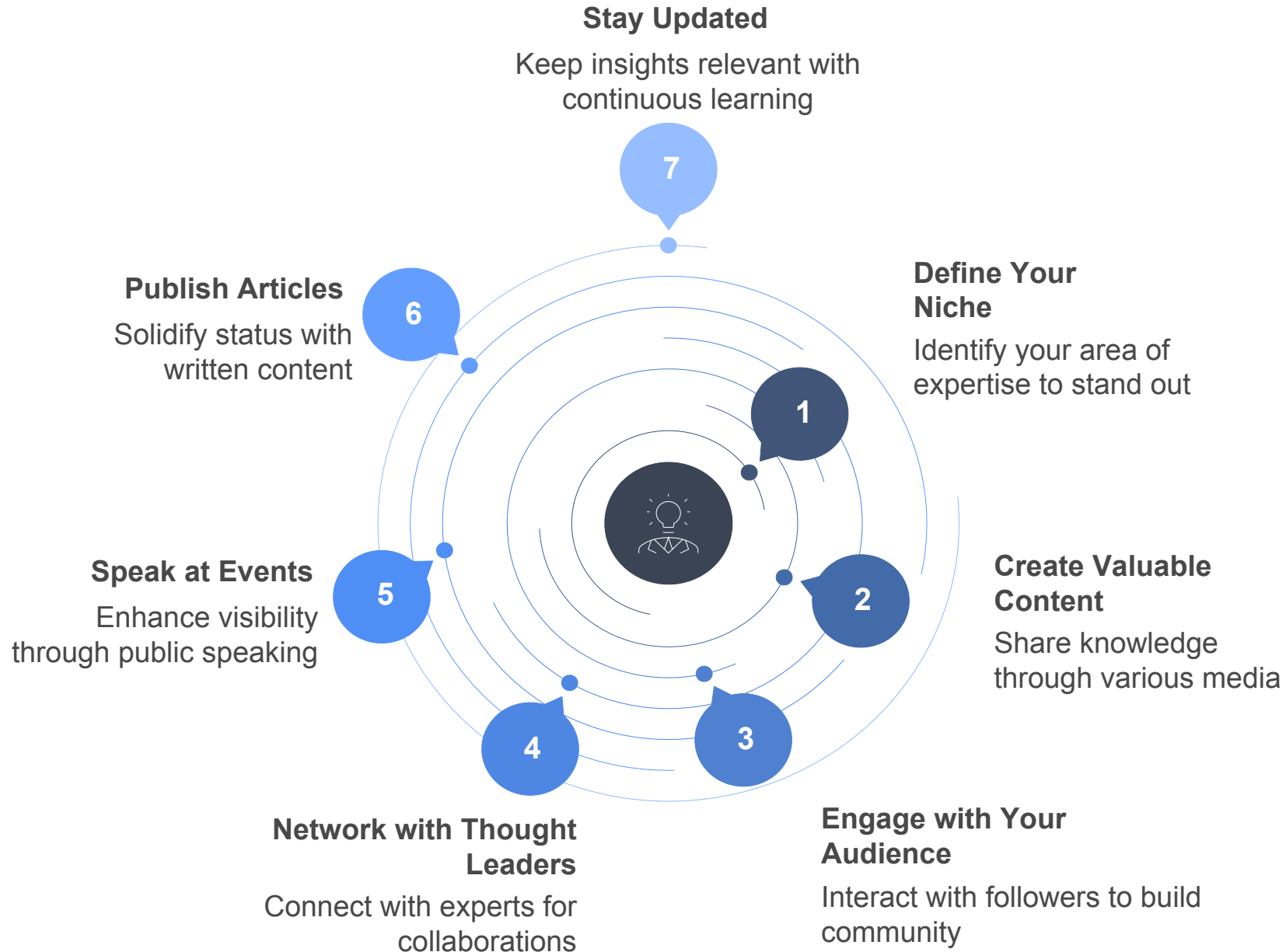
Communication with teams through townhalls. Sharing growth stories.

*Brand recall starts when your “why” is clear — and lived, not just told. Be deliberate. These are not tasks—they’re **experiences** you create!*



# Building Thought Leadership

*Define niche + Create content + Speak up*

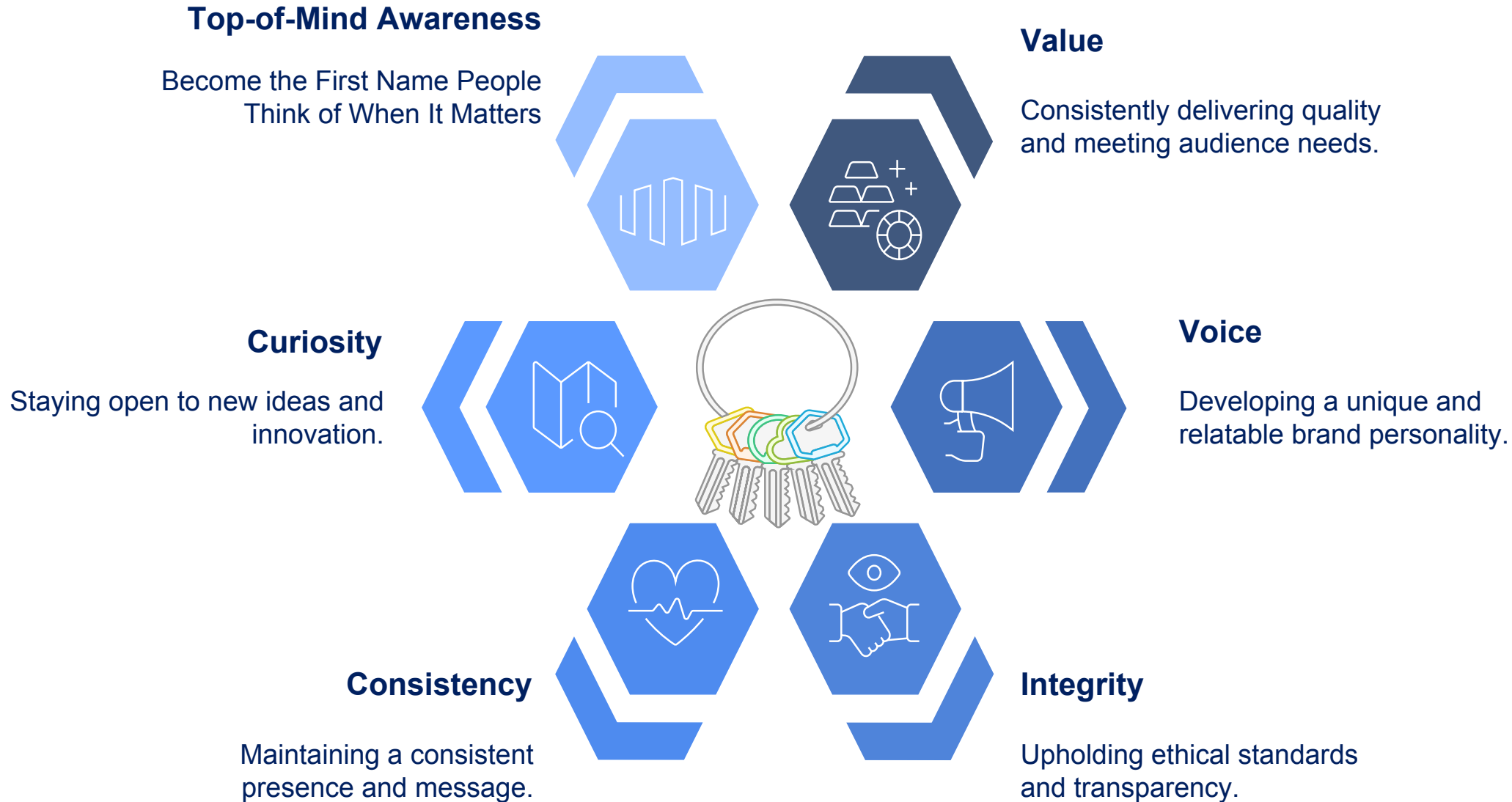


# ➤ Building a Consistent Brand Identity





# Be the Brand



*You can create a brand that not only stands out but also makes a **meaningful difference** in the lives of others!*

# *Thank you!*

## *Let's start building brands that lead with trust, insight, and impact.*

*Delighted to have connected. Let's keep the conversation going!*

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