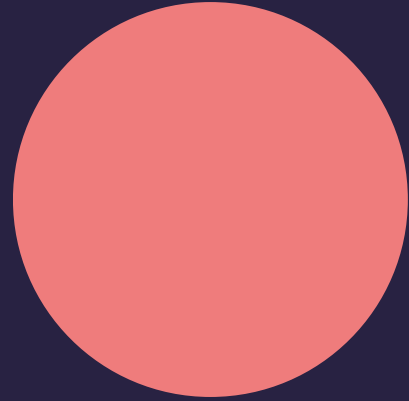


CORP
ORATE
REBEL



PERSONAL
BRAND KIT

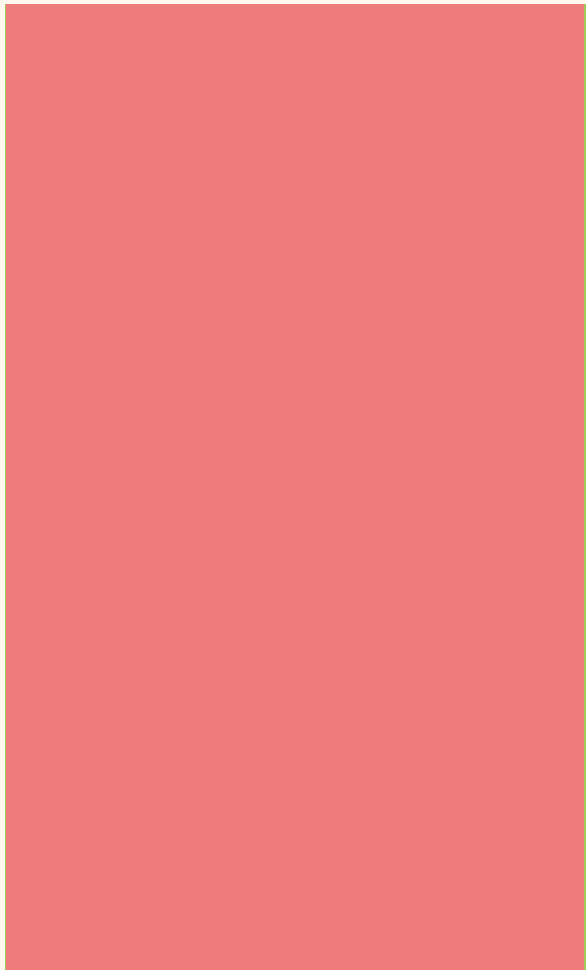
CONTENTS



1. ABOUT BECOME.
2. THE CORPORATE REBEL PERSONA
3. UNDERSTANDING THE CORPORATE LANDSCAPE
4. PERSONAL BRAND ELEMENTS
5. DEVELOPING YOUR LEADERSHIP PRESENCE
6. LEVERAGING SOCIAL MEDIA
7. OVERCOMING CHALLENGES
8. MEDIA RECOMMENDATIONS
9. JOIN THE CLUB

At Become., we equip you to build a powerful personal brand. We go beyond generic content with a multi-tiered subscription platform designed to unlock your true potential. Through expert guidance, in-depth resources, and a supportive community, we empower you for professional and personal growth.

ABOUT Become.



THE CORPORATE REBEL

The Corporate Rebel is a forward-thinking professional who seeks to challenge the status quo and drive innovation. They possess a strong desire for autonomy and professional growth while navigating the complexities of corporate culture. With a focus on building a powerful personal brand, they aim to influence decision-making and advance their career.

Key Goals: Achieving leadership positions, driving positive change within the organization, building a strong personal brand.

Challenges: Overcoming bureaucracy, finding a mentor, balancing work and personal life.



REIMAGINE YOUR WORK, REDEFINE SUCCESS:

UNDERSTANDING THE CORPORATE LANDSCAPE

The Corporate Jungle

Navigating the corporate world is complex. Bureaucracy, politics, and rapid change can be overwhelming. To thrive, you need a clear understanding of the landscape and how to position yourself for success.

The Power of Personal Branding

In today's competitive business environment, your personal brand is your most valuable asset. It's how you differentiate yourself, build credibility, and influence others. By aligning your personal brand with your company's goals, you increase your chances of career advancement and recognition.

IMPACT ON CAREER ADVANCEMENT A STRONG PERSONAL BRAND CAN:

- ACCELERATE CAREER PROGRESSION
- INCREASE EARNING POTENTIAL
- ENHANCE YOUR LEADERSHIP IMAGE
- EXPAND YOUR PROFESSIONAL NETWORK
- POSITION YOU AS AN INDUSTRY EXPERT

PERSONAL BRAND

authentic - empowering - collaborative - innovative - inclusive - accessible

Your Story

- Define your unique value proposition
- Identify your target audience
- Craft a compelling narrative highlighting your expertise and aspirations
- Be authentic and genuine in your storytelling

Brand Voice:

- **Define your tone:** Determine the overall tone of your communication (e.g., formal, casual, humorous).
- **Consistency:** Maintain a consistent voice across all platforms.
- **Authenticity:** Let your personality shine through while staying professional.
- **Key messaging:** Develop key messages that encapsulate your brand.

Visual Identity

- **Headshot:** Choose a professional and engaging headshot that reflects your personal brand.
- **Color Palette:** Select colors that evoke the desired emotions and align with your brand personality.
- **Typography:** Choose fonts that are legible and reflect your brand's tone.
- **Website Design:** Create a visually appealing and user-friendly website that showcases your brand.

ELEMENTS

DEVELOPING YOUR LEADERSHIP PRESENCE



DISCOVER
YOUR
LEADERSHIP
STYLE

Self-awareness is fundamental to effective leadership. Identify your strengths, weaknesses, and leadership style. This knowledge will help you position yourself as a confident and authentic leader.

BUILD
CONFIDENCE
AND
AUTHORITY

Develop a strong sense of self-belief. Practice public speaking, seek mentorship, and engage in continuous learning. Your confidence will radiate through your actions and communication.

COMMUNICATE
WITH IMPACT

Effective communication is essential for leadership success. Master the art of storytelling, active listening, and delivering clear messages. Your ability to connect with others will influence your leadership impact.

LEVERAGING SOCIAL MEDIA

YOUR DIGITAL FOOTPRINT

SOCIAL MEDIA IS NO LONGER OPTIONAL; IT'S ESSENTIAL FOR BUILDING A STRONG PERSONAL BRAND. PLATFORMS LIKE LINKEDIN, TWITTER, AND INSTAGRAM CAN AMPLIFY YOUR MESSAGE AND CONNECT YOU WITH YOUR TARGET AUDIENCE.

CHOOSING THE RIGHT PLATFORMS

- **LinkedIn:** Focus on professional networking and building relationships with industry peers.
- **Twitter:** Share insights, engage in discussions, and build thought leadership.
- **Instagram:** Visual platform to showcase your personality and brand.

Other platforms: Consider platforms like TikTok, YouTube, or Facebook for specific audiences or content formats.

Building Your Online Community Engage with your followers by responding to comments and messages. Participate in relevant online discussions and build relationships with other influencers.

Measuring Your Impact Track your social media analytics to measure your reach, engagement, and ROI. Adjust your strategy based on performance data.

CRAFTING ENGAGING CONTENT

- **Share valuable insights:** Offer expert opinions, industry trends, and best practices.
- **Tell your story:** Share personal anecdotes and experiences to connect with your audience.
- **Visual appeal:** Use high-quality images and videos to enhance your posts.
- **Consistency:** Maintain a regular posting schedule to stay top of mind.

Beyond Social Media Consider other platforms to expand your reach and deepen connections with your audience:

- **Substack or other email platforms:** Build an email list for direct communication and exclusive content.
- **Personal website or blog:** Create a central hub for your content and showcase your expertise.

Podcasts or video content: Share in-depth knowledge and connect with your audience on a deeper level.



Navigating the Corporate Landscape

Navigating the corporate landscape is no easy feat. From office politics to career plateaus, challenges abound. But these obstacles don't define you; they're opportunities for growth.

Building Resilience

Resilience is your superpower. Cultivate a mindset that views setbacks as stepping stones. Develop strategies to bounce back from failures and turn challenges into triumphs. Remember, it's not about avoiding obstacles, but how you navigate them that truly matters.

Seeking Support

Don't face challenges alone. Mentors, coaches, and support networks can be invaluable. Share your experiences, seek guidance, and build relationships with like-minded individuals. Remember, you're not in this alone.

MEDIA RECOMMENDATIONS

BOOKS:

- **Leading Change by John Kotter:** A classic guide to organizational transformation.
- **Quiet: The Power of Introverts in a World That Can't Stop Talking by Susan Cain:** Understanding and leveraging introverted strengths in leadership.
- **Drive: The Surprising Truth About What Motivates Us by Daniel H. Pink:** Insights into human motivation and its application in the workplace.

MOVIES/TV SHOWS:

- **The Social Network:** Explore the complexities of leadership and building a business empire.
- **The Wolf of Wall Street:** A cautionary tale about the dangers of unchecked ambition.
- **Succession:** A dramatic portrayal of family dynamics and corporate power struggles.

PODCASTS:

- **HBR IdeaCast:** Offers in-depth business insights and leadership strategies.
- **The Leadership Habit:** Provides practical advice from a seasoned leader.
- **How Leaders Learn with David Novak:** Focuses on the importance of continuous learning for leadership success.

INFORMATIONAL WEBSITES/BLOGS:

- **Harvard Business Review:** A leading source of business and management knowledge.
- **McKinsey & Company:** Insights into global business and economic trends.
- **Forbes:** Business news and insights from industry leaders.
- **Become.:** Personal Branding Media for the next generation of work.



GET IN TOUCH

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[@WEAREBECOME.MEDIA](https://www.instagram.com/wearebecome.media)

Join the CLUB and unlock your potential.

- **Challenge the status quo:** Find your voice and drive change.
- **Build a meaningful career:** Find work that aligns with your values and passions.
- **Connect with like-minded individuals:** Join a community of Corporate Rebels.

ARE YOU READY TO BREAK THE
CORPORATE MOLD?
JOIN THE CLUB!