



Become a Powerful Personal Brand: On Purpose

Modesta Mahiga-Mbughuni

<https://www.purposeandexcellence.africa/become>

About Modesta

Hi There! And welcome to “Becoming a Powerful Personal Brand: On Purpose”! My name is Modesta Mahiga-Mbughuni. I am an Executive Leadership Coach, a Management Consultant, Author and Speaker. I am also a wife to an incredible, patient and supportive man, and the mother of three dynamic world changers.

It is my utmost honour to coach you on Becoming a Powerful Personal Brand: On Purpose. Having invested almost two decades equipping C-Suite and Board leaders just like you to build personal brands that catapult their careers, businesses and lives, it is a privilege to be able to do the same for you.

Named “One of Africa’s Movers and Shakers” by The Times of London, having spoken on respected global platforms such as the World Bank, IMF, London Business School, and TEDx, reaching audiences of over 20 million people in my career thus far, and being an honoree of revered global leadership programs including Fortune Most Powerful Women Global Mentoring Program, Vital Voices, African Leadership Institute, U.S. State Department Young African Leaders Initiative, and Purpose Leadership Forum, I have launched from Dar es Salaam, Tanzania to grow into a global brand, and I would like to share my strategies, tools and resources to equip you to do the same, whatever your impact goals.

What is Personal Branding?

Simply put, “personal branding is a deliberate ongoing process to create a specific image or impression of yourself in the minds of others.”

David Brier a multiple award-winning branding guru, says, “If you don’t give the market the story to talk about, they’ll define your brand’s story for you.” Jeff Bezos, the Founder of Amazon.com and one of the wealthiest people in the world said, “Your brand is what people say about you when you are not in the room.”

To “Become a Powerful Personal Brand: On Purpose”, means rather than waiting to hear or Google what others say about you, you are going to be on the driver’s seat, and as Carla Harris, a Senior Investment Banker and Wall Street Executive, puts it, to “teach others how to perceive you”.

That is what personal branding is – “teaching others how to perceive and engage with you”.

Why Your Career & Business Success Depend on It

There are 3 areas that need to align to Become a Powerful Personal Brand: on Purpose to succeed in career, business, and frankly, all aspects of your professional and personal life. These are: 1. Character 2. Competence 3. Connection.

If any of these 3 are missing, you can quickly compromise your “image or impression” in the minds of others.

The reason for this is that people engage with people they feel they can trust to have the integrity, professional capacity and relational tact to deliver. Miss any of these 3, and people will mistrust you, because they will perceive you as either lacking the credibility and or relatability, to influence them.

Zig Ziglar, one of the most influential speakers of his time gave us this sobering reminder, when he said, “if people like you they will listen to you, but if they trust you, they’ll do business with you.” According to John C Maxwell, respected as the world’s greatest leadership expert in contemporary times, “Leadership is about influence, nothing more, nothing less”.

So, when people mistrust you and, shut you out as an influencer, as a leader in your field, they are also shutting you out from opportunities to access, promotion, remuneration, impact in your career, business, community.

See why investing to become a powerful personal brand: on purpose is critical to your success? Can you think of a time when you missed out on an opportunity because of other people's "perception" of you? I'm sure you can.

I certainly can. Which is why I followed the process laid out in "Becoming a Powerful Personal Brand: On Purpose" to achieve the results I have, and am happy to share all my insights with you, so that you can achieve the same results.

If you seek to communicate a strong profile, achieve better results, earn more income, access higher levels, have greater impact, and be distinguished in your field, "Becoming a Powerful Personal Brand: On Purpose" program is exactly where you should start.

What to Expect

“Becoming a Powerful Personal Brand: On Purpose” gives you the power and process to design the impression, experience and results you seek to have with your target audience, whether that be colleagues, clients, industry.

Rather than react to your target market, “Becoming a Powerful Personal Brand: On Purpose” positions you at the front end and empowers you to define, develop and deploy on purpose, a powerful personal brand that will attract, engage, influence, and absolutely captivate your target audience.

“Becoming a Powerful Personal Brand: On Purpose”, is a self-paced, 5-module online course. Each module is presented with an introductory video which a downloadable script, coursework, and Branding Plan Template. Working sequentially from Module 1-5, you follow a process to create your roadmap to Becoming a Powerful Personal Brand: On Purpose.

By the time you have completed the course, you would have learned to:

1. Delineate Your Non-Negotiables to Know Exactly What You Want
2. Define Your Target Audience to Focus Your Solution to Their Pain
3. Develop Your Personal Branding Plan to Effectively & Consistently Deliver Value to Your Target Audience
4. Display Your Presence (In-Person & Online) to Keep Forefront in Their Minds
5. Distinguish Your Personal Brand to Your Audience as the Go-to Authority in Your Field

Let's Get Started!



Register Today!

“Become A Powerful Personal Brand: On Purpose” Course

<https://www.purposeandexcellence.africa/become>