

Welcome to: Next Gen Event #1: Personal Brand – Earned Not Given



Natalie Downie,
MD, Forward & Thinking



GET CONNECTED & BE INSPIRED





TOP THIRTY
UNDER THIRTY

Natalie Downie
Managing Director
Forward & Thinking





CAREER TIMELINE

NATALIE DOWNIE

2014

Account Executive

2016

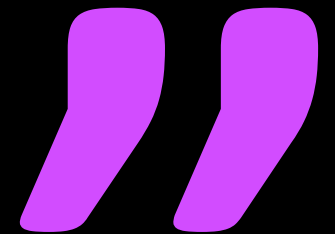
Account Director

2019

Managing Director

All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.

TOM PETERS



STAND OUT FROM THE CROWD

“70% OF EMPLOYERS

**USE SOCIAL MEDIA TO SCREEN CANDIDATES DURING
THE HIRING PROCESS”**

“ABOUT 43% OF EMPLOYERS

**USE SOCIAL MEDIA TO CHECK ON
CURRENT EMPLOYEES”**



**LEVERAGE YOUR NETWORK AND BECOME
MORE RECOGNISABLE**

CONTROL YOUR BRAND IMAGE

BUILD YOUR CONFIDENCE

ATTRACT NEW OPPORTUNITIES

HOW TO START:

BUILDING YOUR BRAND

DEFINE YOURSELF/YOUR PURPOSE

What is your purpose? This will be the foundation of your personal brand. Only **you** know the answer.

WHAT IS YOUR EXPERIENCE? KNOW YOUR STORY

You have a great story. Start telling it in a confident and compelling way.

BE AUTHENTIC

This is vital. Be yourself, you are the only person in the world that can be.

KNOW YOUR AUDIENCE

You can't advertise to the masses. Alike big brands, you need to target the right audience.



Natalie Downie

Managing Director at Forward And Thinking

1mo • Edited • 🌐

Brands should benefit people. **H&M** massive applause for using your brand power to help others in a time where kindness matters.

The "One / Second / Suit" programme, will allow people to rent an H&M suit for 24 hours at no cost and return it after a job interview.

'A suit isn't an outfit. It's confidence. A signal to the world and a reminder to yourself you've got what it takes.'

#H&M #ONESECONDSUIT #brand #kindness Forward & Thinking

*Photo from H&M

via <https://lnkd.in/ehEc94c>



🌐 📧 📧 38 • 3 comments

👍 Like 🗨 Comment ➦ Share ↗ Send

📊 1,708 views of your post in the feed



Natalie Downie

Managing Director at Forward And Thinking

1yr • 🌐

I am moving into my 13th week of **#workingfromhome** and I have really enjoyed it but that has come from understanding and having techniques to stay **#motivated** and **#happy**.

- You are WFH, surprisingly it's ok to fit around your home life, I am sure we do not all have houses that are quiet every time we need to make a call, and that deliveries only magically arrive when we are not on a video pitch! It's ok to open the door or set the kids their school work, don't stress!

- Take a break! unlike in the office when we all stop to have a chat or make a coffee it's easy to isolate and not give the brain 5 minutes rest, its healthy to walk away and this should still be done at home, get a coffee, chuck a wash on, do what you need to do to refocus.

- Take a lunch break – that's all, just do it!

- Lists – I like a list, I set this every morning to keep on track, I really recommend this especially if you are working on solo projects, it's easy to forget what you have done, look back and take in what you have achieved.

- Regardless of the pandemic when WFH you need to stay connected to your colleagues. Yes, to keep up to date with work but don't forget to have a catch-up, pick up the phone or arrange a video lunch.

Have an amazing week!

#forwardandthinking #WFH

Are you enjoying WFH?

You can see how people vote. [Learn more](#)

Yes - I love it	22%
No - get me back to the office	11%
A combination would be ideal	67%

123 votes • Poll closed

🌐 14 • 3 comments

👍 Like 🗨 Comment ➦ Share ↗ Send

📊 2,336 views of your post in the feed

DEFINE YOURSELF/YOUR PURPOSE

What is your purpose? This will be the foundation of your personal brand. Only **you** know the answer.

WHAT IS YOUR EXPERIENCE? KNOW YOUR STORY

You have a great story. Start telling it in a confident and compelling way.

DON'T RELY ON SOCIAL MEDIA

Social media is not your microphone, it should be your hearing aid.

KNOW YOUR AUDIENCE

You can't advertise to the masses. Alike big brands, you need to target the right audience.

BE AUTHENTIC

This is vital, be yourself, you are the only person in the world that can be.

NATALIE DOWNIE

WHAT ARE MY GOALS?

LINKEDIN

Interact with my network more regularly with relevant, knowledgeable content

NETWORKING: FACE TO FACE

Want to join me? Get in touch, reach out!

QUESTION

From this talk, what have you taken away? What are you going to do this year to help build your **personal brand**?

**BECAUSE WHEN ALL IS SAID AND DONE,
HOW DO YOU WANT OTHERS TO REMEMBER YOU?**



Upcoming Events

YTN Campaign, Celebrating the Humber's Lockdown Entrepreneurs, June

Keep your eyes peeled across our socials as we celebrate our local entrepreneurs who have continued to adapt and succeed throughout the Coronavirus pandemic - learn more about the people behind the brands.

Next Gen Event #2 – Behind the Scenes @ Paragon Arcade, TBC, July

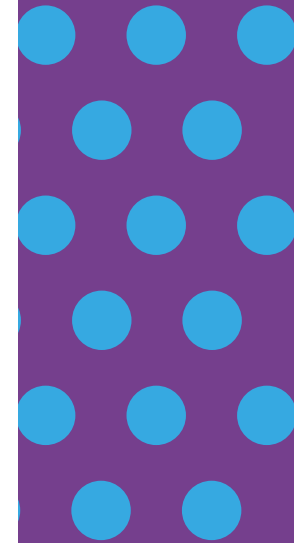
We're going behind the scenes at Paragon Arcade to discover how Allenby Commercial has created a unique business community tucked away in Hull city centre. See the results of hard work and team work.

YTN Eco Clean Up, TBC, August

Look out for more details about the YTN's summer eco challenge, an opportunity to get outdoors and do your bit for the planet.

Young
Talent
Network

TOP THIRTY
UNDER THIRTY



The logo for Young Talent Network, featuring the text "Young Talent Network" in white on a purple background with a white outline.The logo for TOP THIRTY UNDER THIRTY, featuring the text "TOP THIRTY UNDER THIRTY" in white on a purple background with a white outline.

Thank you for joining us 😊

