



NETWORKING INSIDE AND OUTSIDE YOUR SOCIAL MEDIA BUBBLE

GSDC TALENT SUMMIT | APRIL 6, 2017



You, my friend, are a brand...

The term branding has long been relegated to companies, but today almost every individual has a personal brand. Not many of us have consciously cultivated these brands, but they exist nonetheless. A digital footprint in the sands of time and space crowd sourced by friends, colleagues, and bosses. According to an AVG study, 92 percent of children under the age of two already have a digital footprint. The question is no longer IF you have a personal brand, but if you choose to guide and cultivate the brand or to let it be defined on your behalf.

- *Shama Hyder*

WHAT DO YOU
WANT
TO BE KNOWN
FOR?



