



PERSONAL+BRANDING
FOR YEAR TWO-THOUSAND AND NOW



Dragonfly
Black



Prof. Jonathan A.J. Wilson

@drjonwilson

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In 1998 I moved to London to start a career in advertising and side hustle as a professional musician. Later, I decided to try being a brain for hire: completing two doctorates, making it to full-professor at university, working as a consultant and branding everything - from countries to people.

I call it the ABCDs of business and culture: Advertising, Branding, Communication, and Digital.

I've travelled to 40 countries, published 200 pieces of work, and given over 100 conference talks.

I like finding the art of Science and the science of Art in slow and fast cultural trends, new ways of thinking, and addressing business pain points.



Areas we'll explore



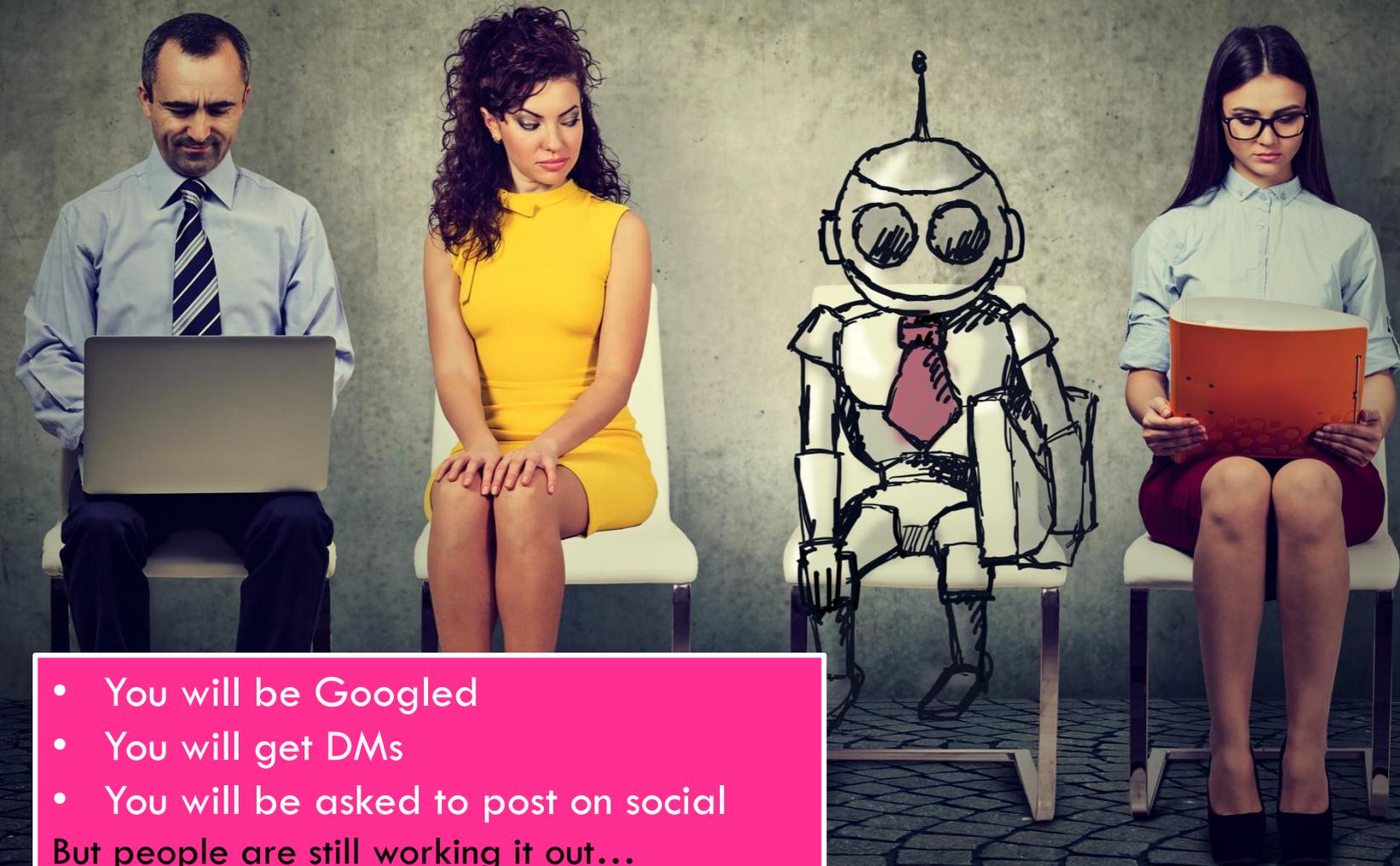
- What does work feel like, mean and offer us today and tomorrow?
- What do brands do, why bother and don't we have one already?
- Authenticity, or just getting personal?
- What should/could/can we do?



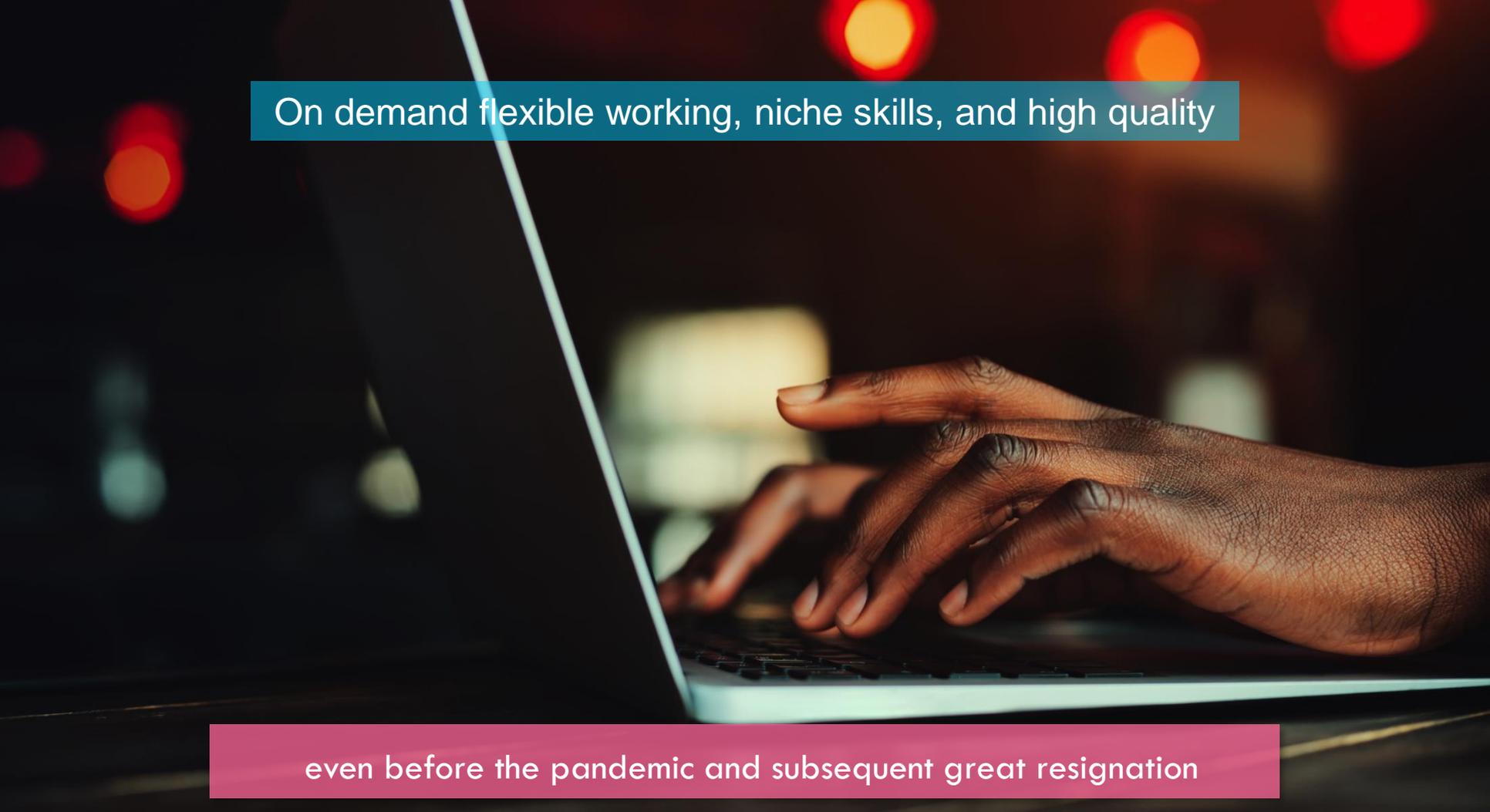
Let's look at the invisible handcuffs...

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The way we work and consume is changing business decisions and practices



- You will be Googled
 - You will get DMs
 - You will be asked to post on social
- But people are still working it out...



On demand flexible working, niche skills, and high quality

even before the pandemic and subsequent great resignation

Predictions of half the US and UK population becoming freelancers

(PeoplePerHour 2015, Forbes 2017)

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no job is for life... but did you want it to be?



Portfolio careers, where most of the jobs today will disappear, due to automation

Children today could end up working to the age of 100 in as many as 40 different Jobs and 10 careers

(Rohit Talwar, Futurist, 2015)

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Phone, email, MS Teams, Zoom, public/private direct messaging...



Drowning in, juggling, or orchestrating increasingly divergent communications platforms

A group of diverse young people, including a man with a tongue sticking out, a woman with red hair and glasses sticking her tongue out, and a man with a beard sticking his tongue out, are posing for a selfie. The background is a bright, slightly blurred outdoor setting.

6.4 Billion smartphone users globally

Mobile web traffic makes up 54.8% of global web traffic (eMarketer, 2nd March 2021)

15% of US adults are smartphone only internet users (Pew Research Centre, 2021)

75% in the US admit to using their smartphone while in the toilet

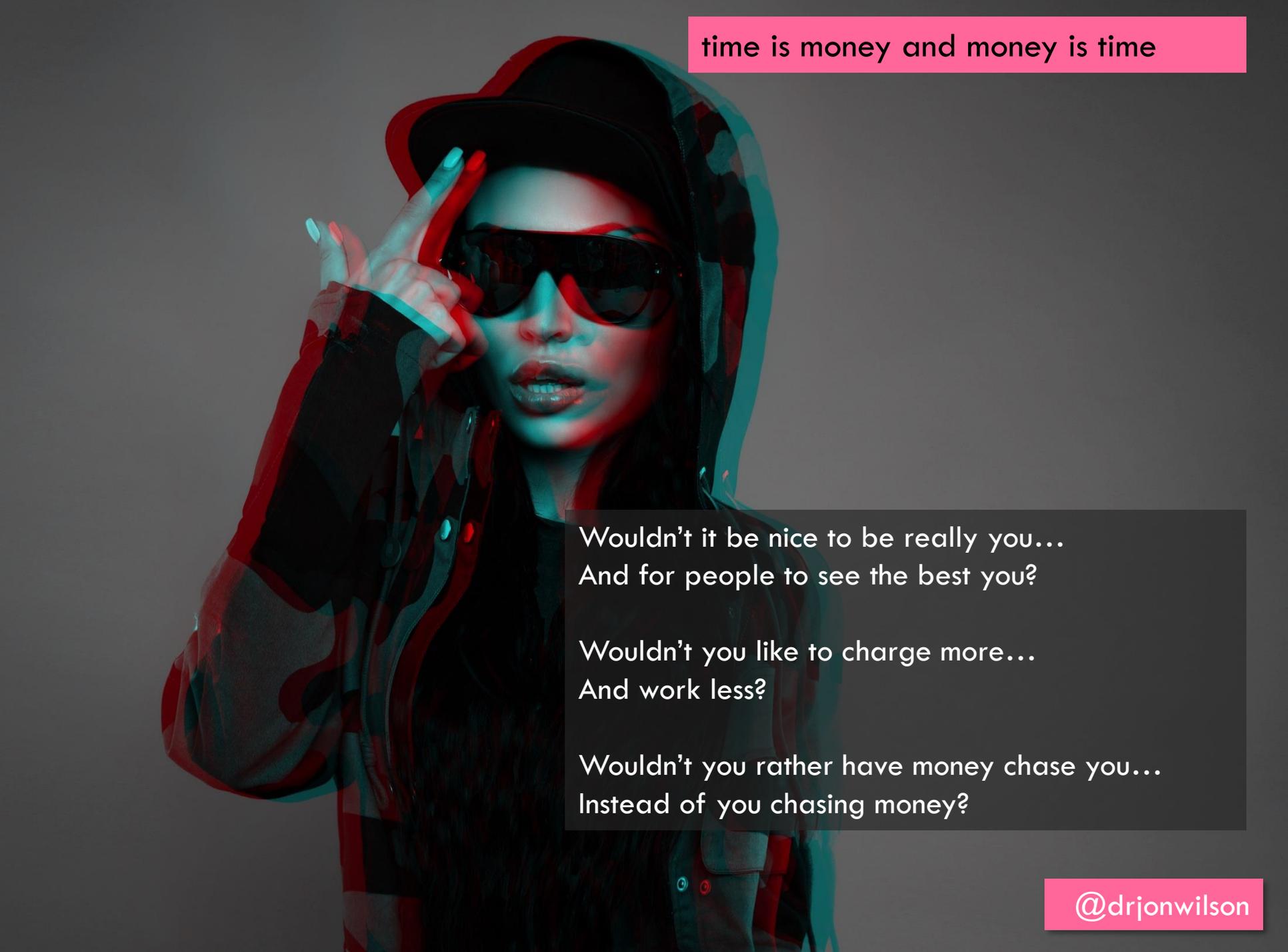
40.5% sending messages (Michelle Castillo, CBS News 2nd February 2012, BankMyCell 2018)

63% receiving calls and 41% making calls

(Michelle Castillo, CBS News 2nd February 2012)

72.6% will be smartphone only internet users by 2025, with most growth from China, India, Indonesia, Nigeria, and Pakistan (WARC, 2019)

Convergence towards
the mobile of everything(s)



time is money and money is time

Wouldn't it be nice to be really you...
And for people to see the best you?

Wouldn't you like to charge more...
And work less?

Wouldn't you rather have money chase you...
Instead of you chasing money?

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Build your brand

Brands are containers of :

Information, Images, Meaning, Stories, Relevance,
Value, Equity

Consolidate... Communicate... Celebrate... Elevate

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"Brands are meaning creators, language shapers, and game changers - designed to send a clear signal, which can be converted into social and economic value. A brand has to bring you more money, power and respect than without it. It has to make you easier to find, understand, love, trust and forgive than without it."

Brand Business

Branding Got Personal

"Y'ALL THINK IT'S BOUJEE.
I'M LIKE THAT'S FINE.
BUT I'M TRYING TO GIVE
Y'ALL MILLION DOLLARS
GAME FOR \$9.99"

- JAY-Z

I'm Not A Businessman,
I'm A Business, Man





Requires

- a hybrid personality
- emotional stability
- strategic planning
- debt management

Customers, Employers, and Employees
all want frictionless processes...
Unless friction delivers more pleasure



People want to know
if you're a safe pair
of hands and would
love to work with and
for them...

Often people,
companies and
brands forget to
reach out and make
that clear





Can I
work it?

Can we handle being with you for
+40hrs a week?

Good company, intriguing & relevant
Safe pair of hands & enjoys the work

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it's about the bigger picture

gestalt | gə'SHtält, -'SHtôlt | (also **Gestalt**)

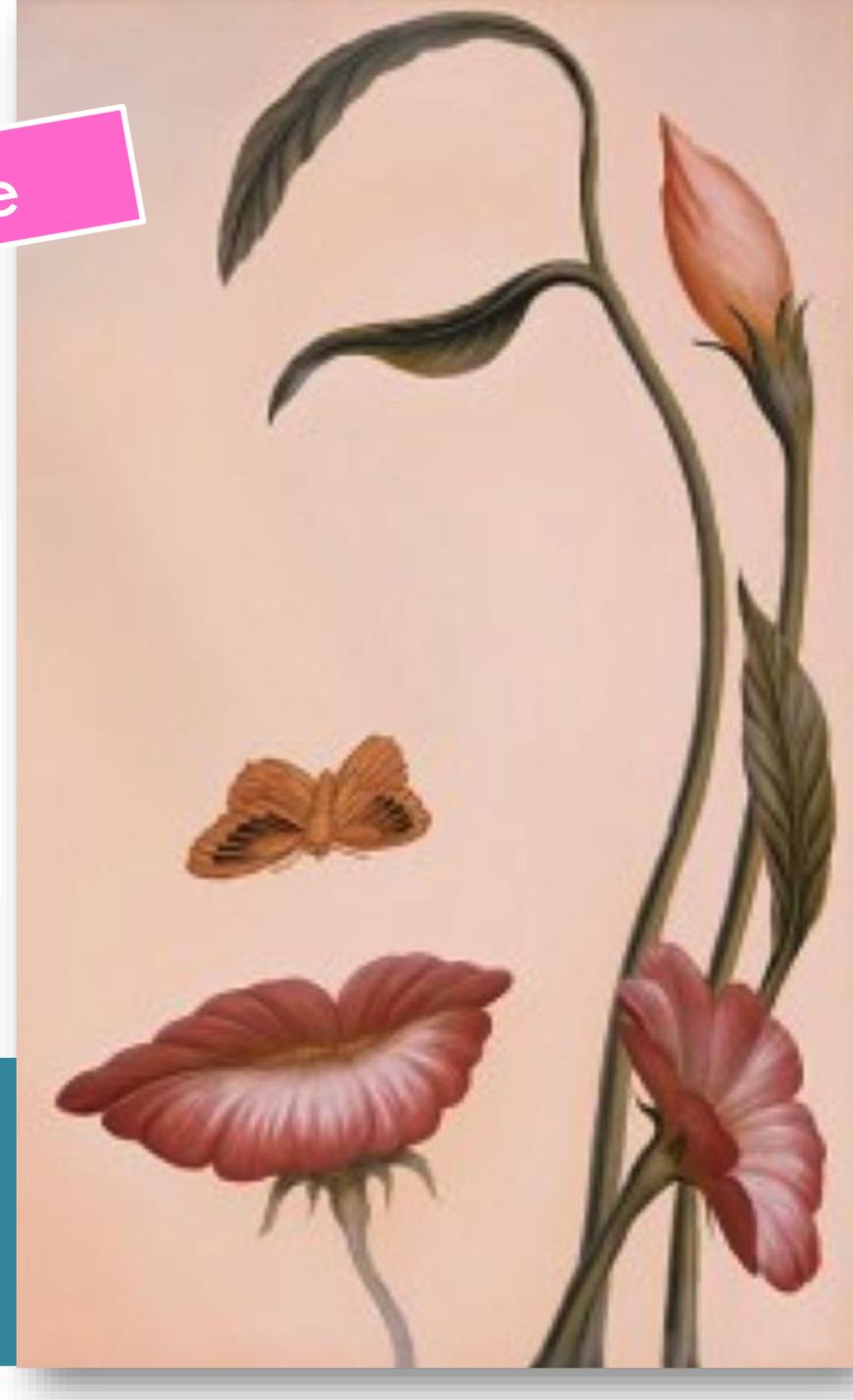
noun (pl. **gestalten** | -'SHtältn, -'SHtôltn | or **gestalts**) Psychology
an organized whole that is perceived as more than the sum of its parts.

DERIVATIVES

gestaltism noun .

gestaltist noun

ORIGIN 1920s: from German *Gestalt*, literally *'form, shape.'*



in a snapshot:

- What do people **Think**, **Feel**, and **Say** about you?
- Do they know what you do?
- Do they know what you can do for them?
- Do they know how?



Work on making diverse friends and networks

Representation

- Prevents dissatisfaction, but is not enough of a source to deliver satisfaction and motivation (hygiene factor)
- Isn't enough to build an exciting brand from
- Doesn't mean knowing or cancelling everything
- Needs showing, not telling, again and again



Age is a distraction

We all seek pleasure and
avoid stress and pain.

However, what we are
willing to sacrifice in the
pursuit of pleasure may
be different...





Expectations of the new normal are linked to your social network, life timeline, openness to change, technology adoption, and comfort zone

Alienation and Exclusion or Integration and Inclusion?



I African – You African't

We worry...and rightly so

Appreciation or Commoditized Appropriation?

Authenticity is...

- **The genuine article and not fake** [business and everyday views]
- **Aligning actions with beliefs and desires, with meaning and purpose – despite external pressures to conform** [philosophers' views]
- **Feeling and being your comfortable self around others and others feeling and being comfortable around you** [my take]
- **Getting acknowledged, accepted, endorsed, and mirrored** [my more branding take]





IN THE ATTENTION ECONOMY YOU ONLY HAVE SECONDS TO HOOK PEOPLE IN



The secret sauce means finding your own blend

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make it: familiar, slightly new, common but not too common, intriguing, and desirable



Delight & Excite

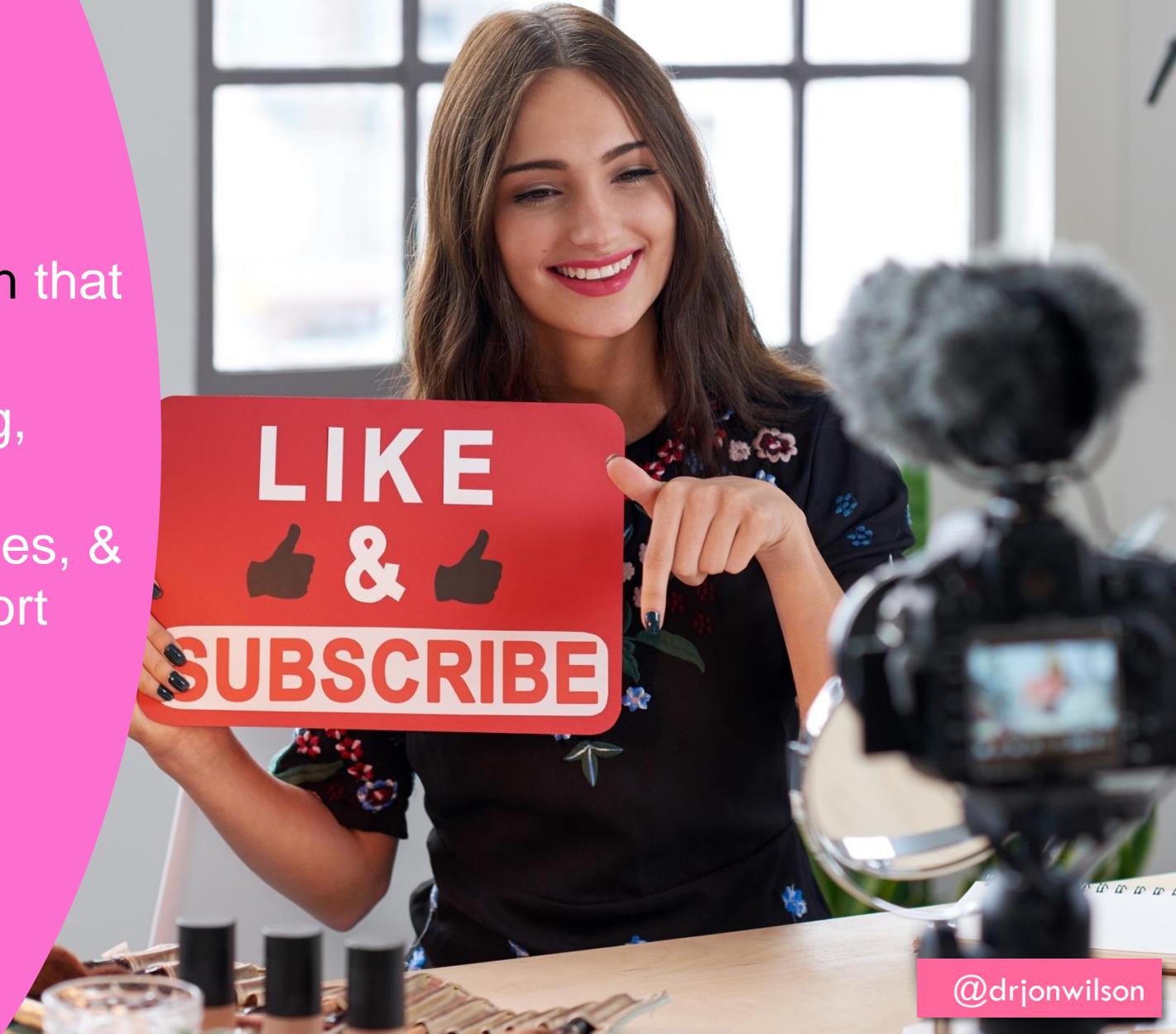


Get people to: recognize, accept, use, and participate

Double down on
**Communication
Skills** of varying
lengths, formats,
styles, and tones



Content Creation that
binds together
Sales, Marketing,
Branding, PR,
Human Resources, &
Customer Support



LinkedIn is your...



PUBLIC
VERIFICATION
PLATFORM



DYNAMIC DATABASE



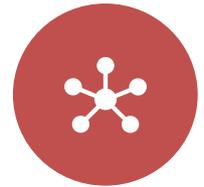
INFORMATION
SOURCE



PERSONAL BRAND



PR AND
REPUTATION-
BUILDING CHANNEL



VISIBLE NETWORK



24/7 SHOP



MEDIA OUTLET

Treat this as a
garden

Spend 20mins a day



You want to become a
content creator



Eventually, you want to
follow a features list



Creating a Gestalt: people
see the bigger picture –
more than the sum parts,
richer, powerful and
emotive



Tech ready - on and off site & a holistic approach to work

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Your clothing
is professional.



"The antidote to adversity
is diversity. Use your
smart minds, smart mouths
and smart thumbs."



Prof. Jonathan A.J. Wilson PhD
LinkedIn Top Voice

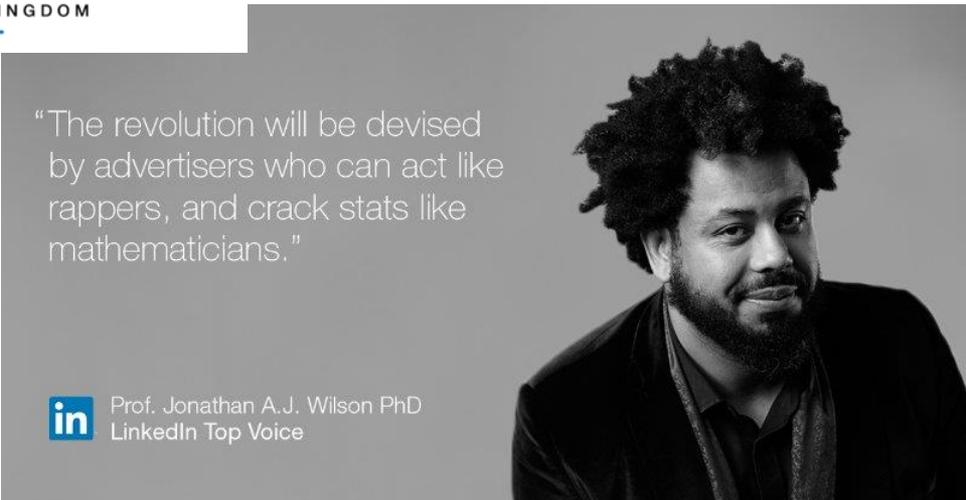
LinkedIn

TOP VOICES

UNITED KINGDOM



Dazzling displays
of confidence
are professional.



"The revolution will be devised
by advertisers who can act like
rappers, and crack stats like
mathematicians."



Prof. Jonathan A.J. Wilson PhD
LinkedIn Top Voice

US television and Online adverts

Take a calculated risk



"It's better to have other people say great things about you, rather than talking about yourself and how great you are "

Personal Branding: How to Brand Yourself Professionally, Authentically, and with Passion

Our new ExpertTrack with Prof. Jonathan Wilson





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