

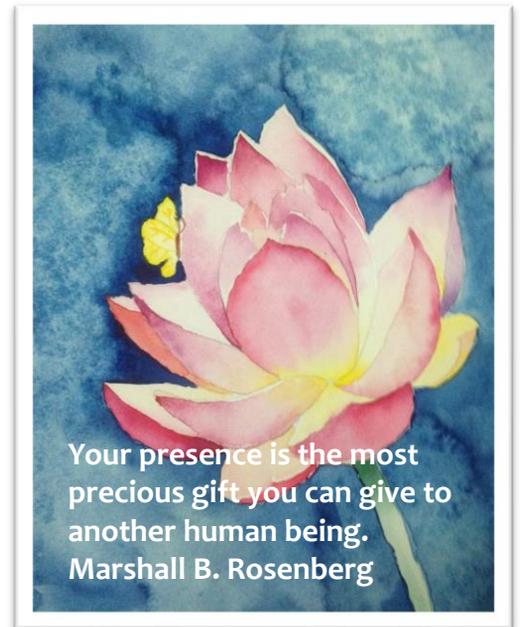


**WHAT'S
YOUR
PRESENCE?**

Day 1

CRAFTING YOUR PRESENCE

Bernadette Chua



Everybody talks about the importance of personal brand.

What about the importance of presence?

That's the situation faced by many of my clients and you've probably faced it too.

You connect with somebody on LinkedIn or read about someone on their profile/ website and then when you finally meet them, that person seems to be very different than what was projected.

What you have experienced is an incongruency between the person's branding and presence, which they are probably unaware of!

Like them, we too could be unaware that there is a mismatch between our presence and our brand.

If this is something that you are curious about and like to further enhance, then journey with us.

Through the next few days, we will understand the crucial difference between brand and presence, reflect on congruency between your brand and your presence and develop a 3-step action plan to align the two.

I must give fair warning though, it does require openness and courage to reap the most from this course. 😊

So if you are ready, lets begin!

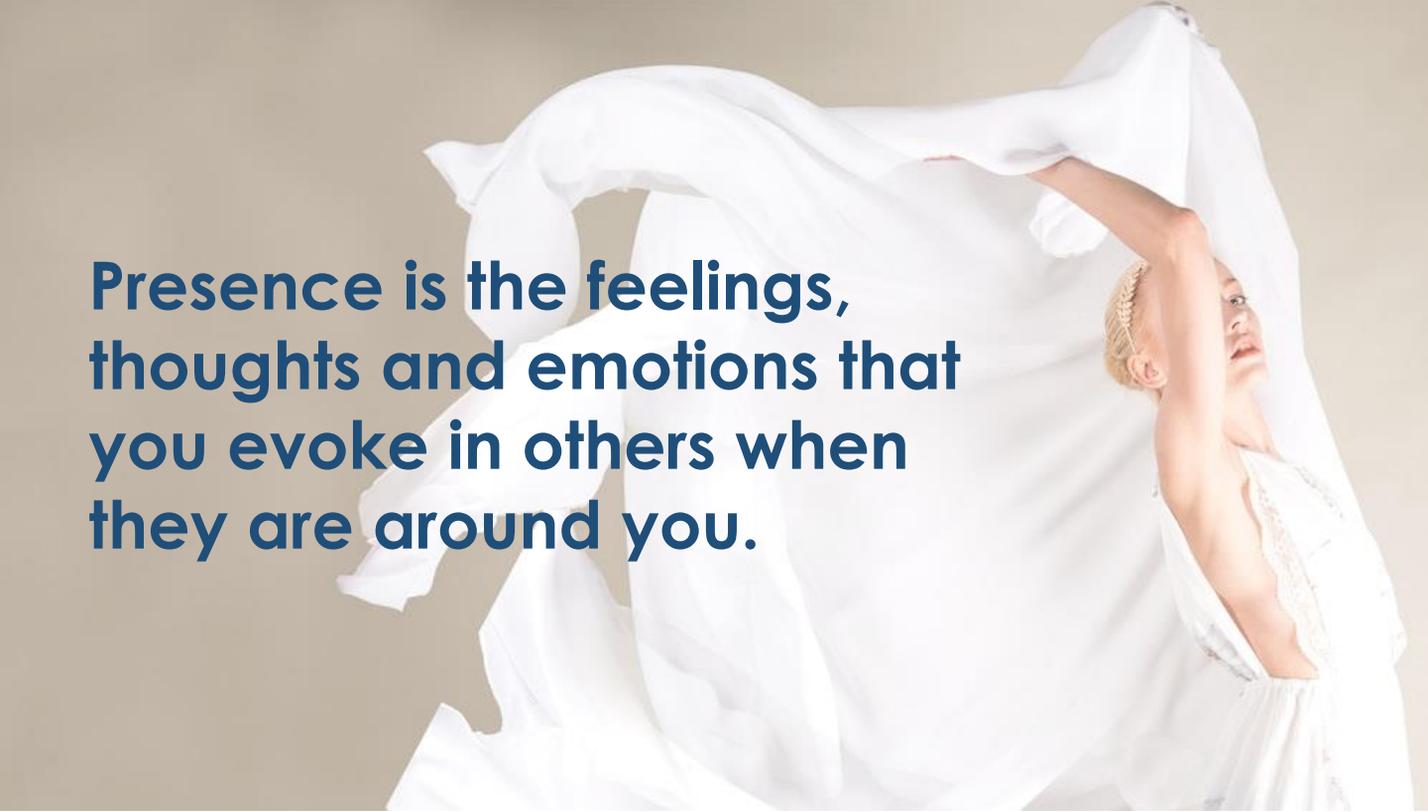


The journey of a
thousand miles
begins with a
single step.
Lao Tzu

Reflection

What is your why for joining this course? How would you reap the most from it?





**Presence is the feelings,
thoughts and emotions that
you evoke in others when
they are around you.**

Reflection

When people meet you, do you think there is congruency or incongruency between your brand and your presence? Why?



If you are unsure about this, have a chat with your family, friends or colleagues to find out more. Please refrain from being annoyed with their perceptions or answers ☺ Instead, thank them for being brave and honest with you.

Knowing yourself is
the beginning of all
wisdom. Aristotle



Reflection

What treasure trove of insights did you discover about yourself?

A large, empty rectangular box with a thin black border, intended for writing a reflection. The box is mostly white, with yellow triangular accents in the top-right and bottom-left corners.

Next Steps

Journeying within is not an easy step to do so give yourself a big pat on the back for coming this far.

For those of you who took the extra courageous step to dig deep by asking others for their insights, give yourself an extra big hug! I invite you to connect with them again to thank them for their sharing and if you like to, share with them the insights you gleaned about yourself.

In the next video, we will explore further on your personal brand. For those of you who have not thought about your brand, there is a suggested activity in the video. So do watch it.

For those of you who enjoy having interactions with fellow learners, why not invite a few of your friends, colleagues or family members to sign up for this course and journey together? It makes for insightful conversations.

You can also reach out to me at Bernadette@thedreamcatalyst.com love to hear from you too!

All good wishes, ☺ B



You have so much
to gift the world with
your being and
presence beyond
just your brand.

