



**WHAT'S  
YOUR  
PRESENCE?**

**Day 2**

# CRAFTING YOUR PRESENCE

**Bernadette Chua**



Welcome to Day 2 of the What's Your Presence course.

In his article *Play is Education*, N. V. Scarfe shared: "All play is associated with intense thought activity and rapid intellectual growth. The highest form of research is essentially play."

As you journey within, you are also discovering more about yourself and I trust that you will continue to enjoy the process.

Today we dive deeper into your brand and your values.

While this is not a course on personal branding, I have included a short activity that you could use to design your brand that is values based.

Understanding the values that matters to you and also, the value that you would like to offer to your world is a great starting point.

Clarity on this allows you to create a personal brand that has your essence and reflects your values.

Your brand is YOU. Not what someone else says you should be. 😊

Once you have completed this, it will be so much easier to craft your presence that is congruent and aligned to your brand.

**Personal branding  
is the process of  
intentionally creating  
and influencing the  
public perception  
of you.**

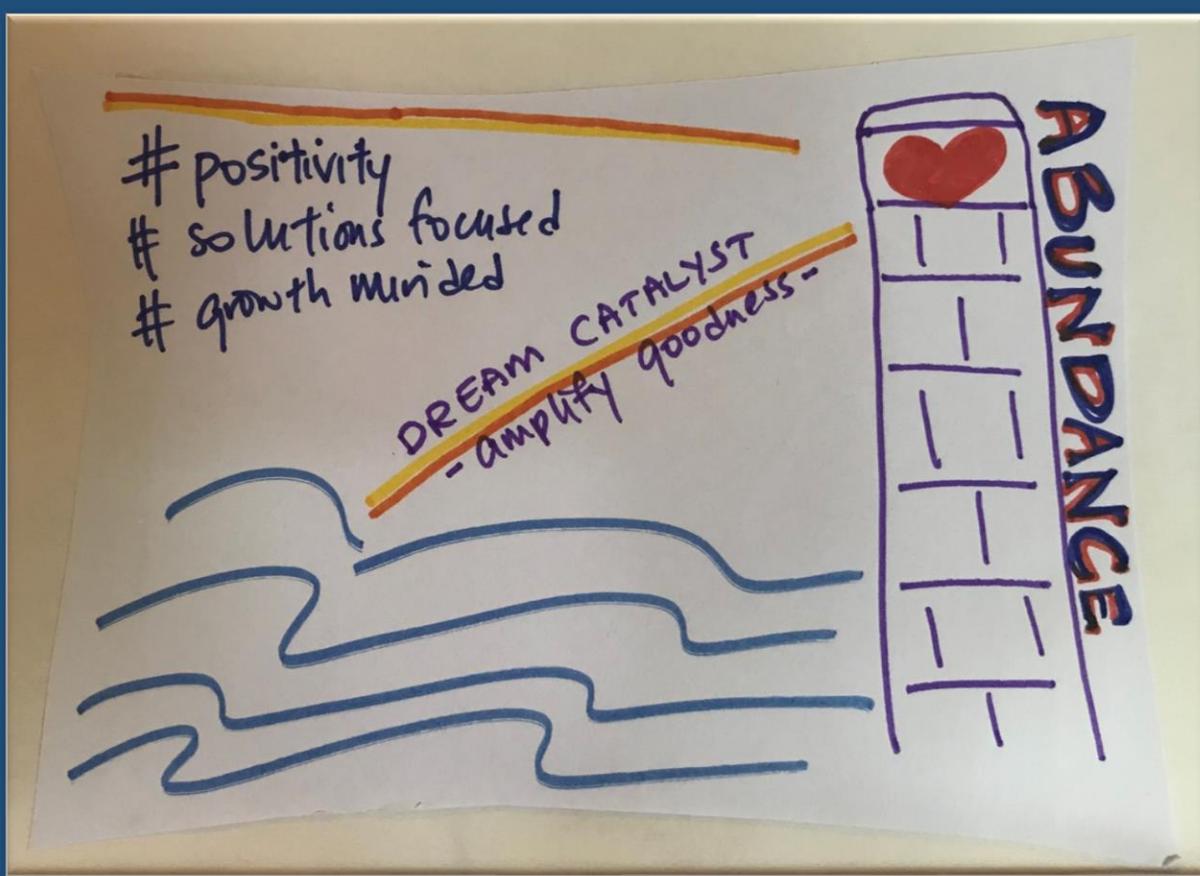


## **Reflection**

Is having a personal brand important to you? Why?

A large white rectangular area intended for a reflection. It has a thin black border and yellow triangular accents in the top-right and bottom-left corners.

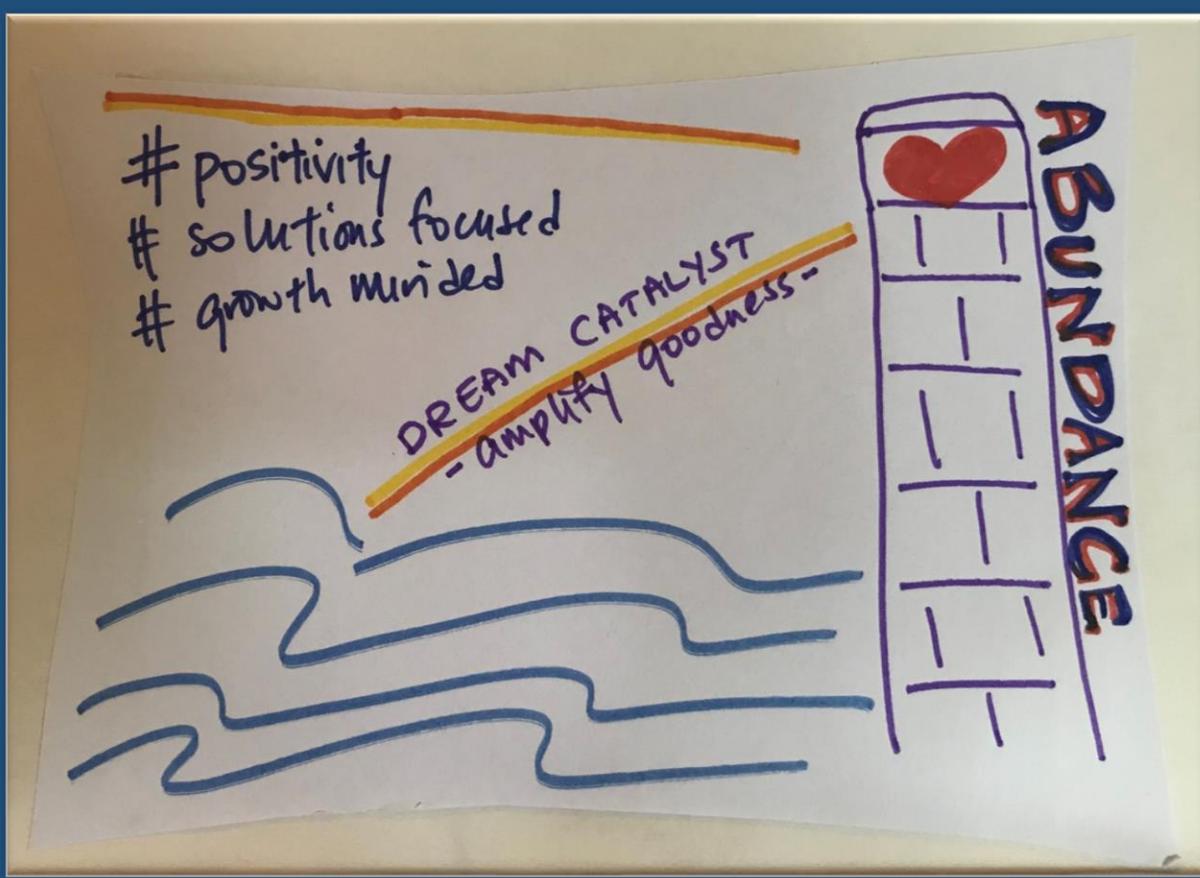
# WHAT'S YOUR BRAND



## Reflection

Draw a symbol that represents the value you bring to your team and clients.





## Reflection

List 5 qualities you possess that has enabled you to provide value to others at work or your client.

# Next Steps

Place the placeholder of your brand on your desk or paste it on your wall.

For the next few days or weeks, get a feel of it. Observe how you feel when you see your brand.

Does it sit comfortably with you? How does it sound to you when you articulate it to others?

If it does not resonate with you, guess what? You can re-design it!

For those of you who would like to, you can also share the personal brand you have crafted with a few people whose opinions you value.

Our personal brand may also change as our life stage or situation in life changes. You have the freedom to adapt as needed.

In the next video, we will talk about congruent presence and the first actionable step you can take to achieve that.

All good wishes, 🌸 B



Own your voice.  
Own your brand.  
Enjoy being YOU.

