

Motivation  
Direction coaching  
Success training  
Advice



# PERSONAL BRANDING



**PERSONAL BRANDING – BEING SEEN WITHOUT SAYING A WORD**

# AGENDA

- A little about me – who I am
- My journey
- Personal branding
- Lesson's shared
- Closing comments



# A LITTLE ABOUT ME

## ■Who I am



# SPEAKER/STORY TELLER



# AUTHOR/WRITER/BLOGGER



A photograph of a man in a blue suit and white shirt from the back, standing on a stage and speaking into a microphone. He is facing a large, blurred audience in a theater. The stage is lit with warm, orange-red lights.

LECTURER

A photograph of two people in a classroom or library setting. The person on the left is seated, facing the person on the right. The person on the right is standing, holding a book in their left hand and pointing with their right hand towards the book. They are both wearing dark-colored clothing. The background shows shelves filled with books.

**MENTOR/COACH**



# ENTREPRENEUR/INTRAPRENEUR

# COMMUNITY DO GOODER!





ALL HELPS TO MAKE ME...

ITS WHO I AM

**WHAT I AM NOT!**



# HOW ABOUT YOU? TODAY IS ABOUT SHARING



# TAKE TIME TO REFLECT TODAY



# NEW PERSPECTIVES

A photograph of a person standing on a wooden pier or boardwalk. The person is positioned in the center, facing away from the camera, looking towards a misty, overcast horizon. The pier is made of light-colored wooden planks. The background is a dense, gray mist that obscures the sky and any buildings that might be in the distance. The overall atmosphere is one of mystery and contemplation.



ARE THE RIGHT

QUESTIONS BEING ASKED?

**What** are you going to do?

**Where** are you going?

**You can't** make money at  
that

**You should** do...



WHO  
ARE  
YOU?

What's your story?



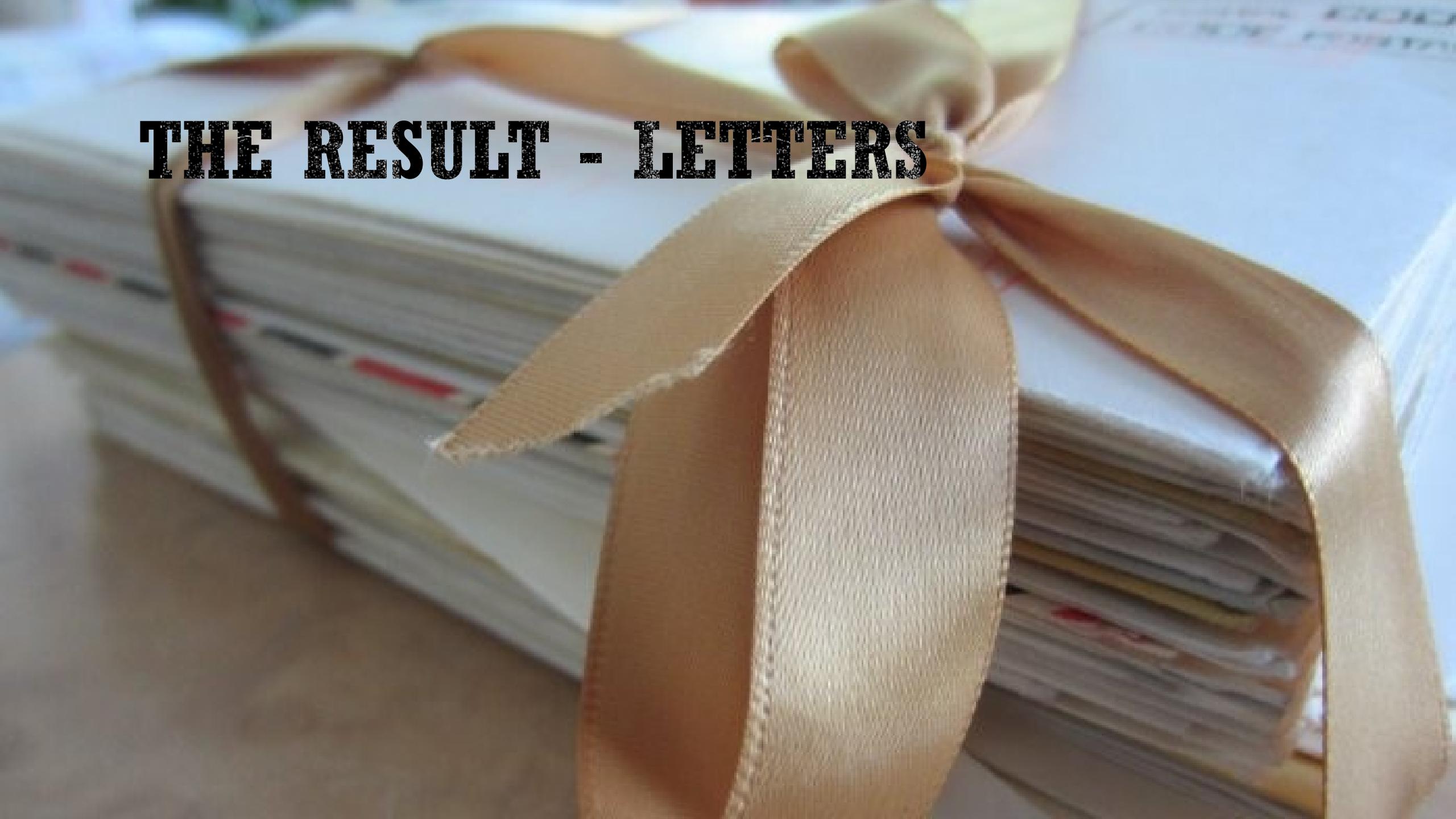
# MY UNIQUE JOURNEY



A wide-angle, high-angle photograph of a graduation ceremony. Numerous graduates in blue caps and gowns with red stoles are seated in long rows on chairs, facing forward. The setting appears to be an indoor arena or large hall. The lighting is bright, and the overall atmosphere is celebratory.

# GRADUATION

# THE RESULT - LETTERS

A close-up photograph of a stack of letters tied with a brown ribbon. The letters are white with some red and yellow markings. The ribbon is tied in a bow at the top. The stack is on a light-colored surface.

# JANITOR







**DO YOU HAVE A BRAND???**



WHICH ONE ARE YOU?

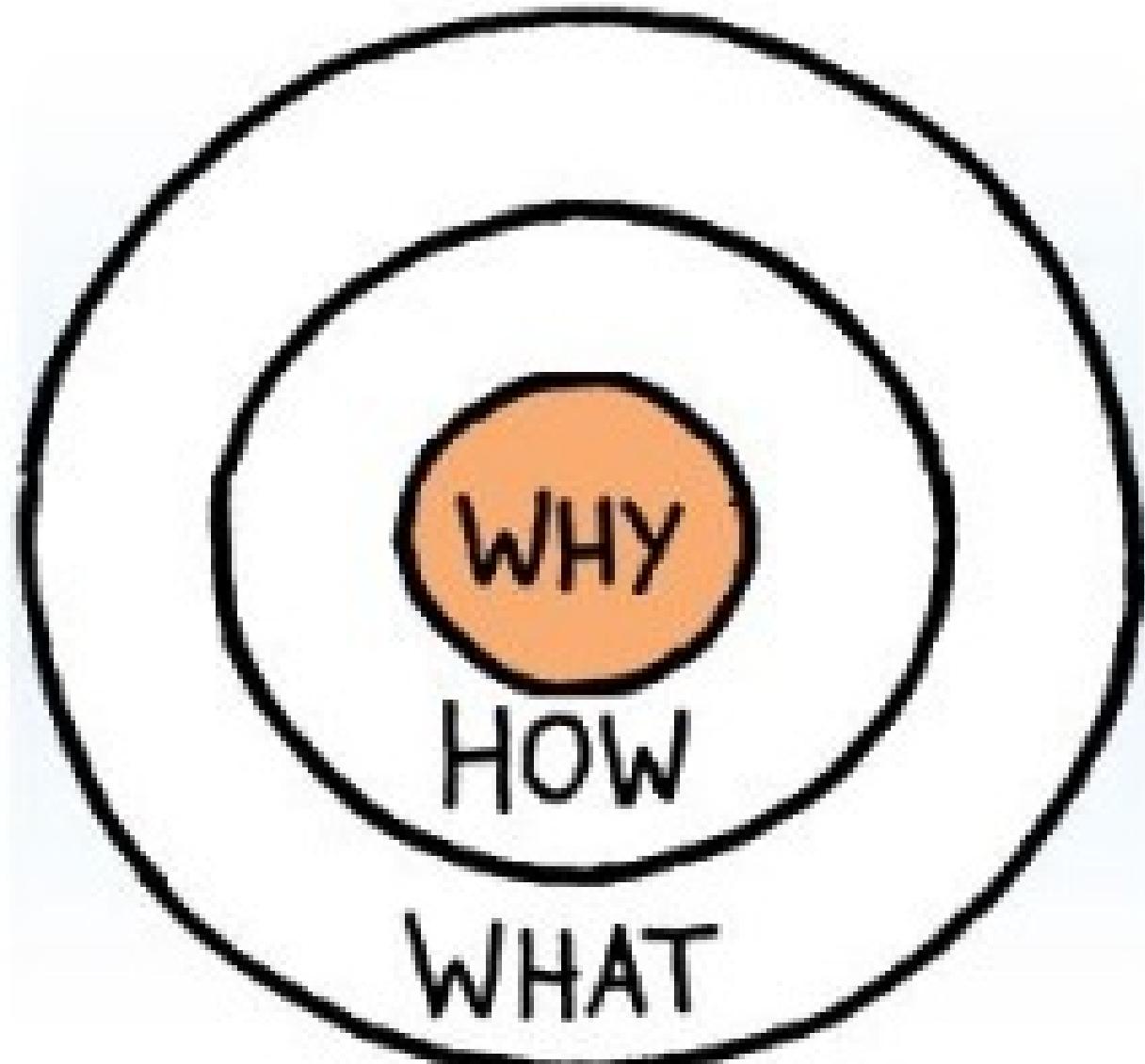
BRANDING!



# Goals V's Intentions



Act, Think & Communicate from the **INSIDE OUT**



## **WHY** - Your Purpose

Your motivation? What do you believe?

## **HOW** - Your Process

Specific actions taken to realize your Why

## **WHAT** - Your Result

What do you do? The result of Why. Proof

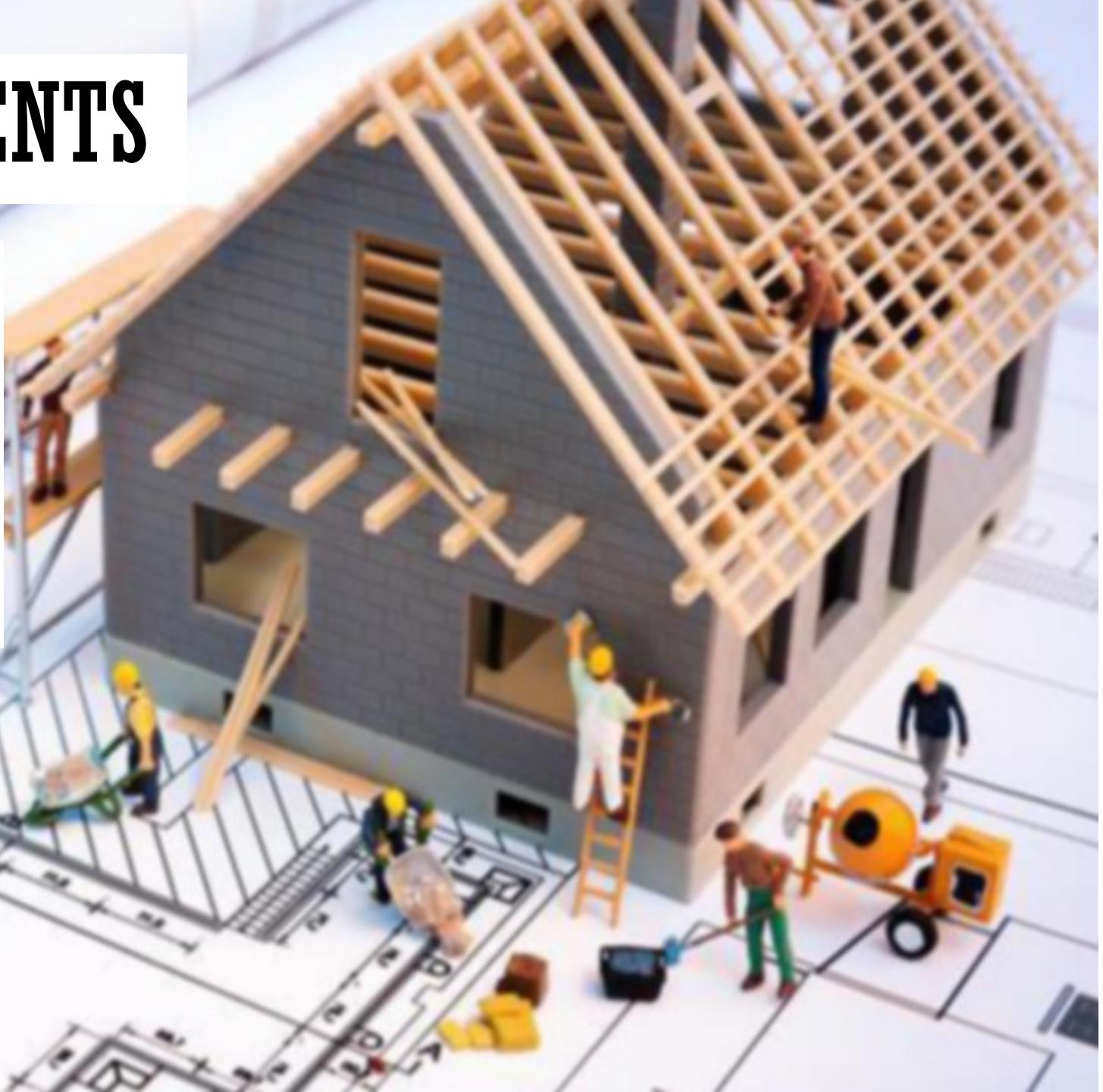
Simon Sinek – The  
Golden Circle

# 5 KEY FOUNDATIONS



# MY FIVE CORE ELEMENTS

- Leadership
- Storysharing
- Corporate community relations
- Student development
- Community do-gooder





ASK YOURSELF WHY  
ASK YOURSELF HOW



# 16 PERSONALITIES

<https://www.16personalities.com/>



just

One Word



# **WHAT ARE 5 THINGS THAT DEFINE YOU?**

**What** do you do you enjoy about your work – **why?**

**What** do you do you not enjoy about your work – **why?**

**What** classes do/did you enjoy – **why?**

**What** classes do/did you not enjoy – **why?**

**What** do you do in your social time – **why?**

**What** do you think about – **why?**



A photograph of a paved road curving away from the viewer into a vast landscape. The sky is filled with dramatic, billowing clouds bathed in the warm, golden light of a setting sun. The horizon line is visible in the distance, where the warm colors of the sunset meet a darker, cooler blue of the upper sky. The road surface is dark grey, and the white dashed line in the center recedes towards the horizon.

THE HORIZON BEYOND AND...



The horizon within

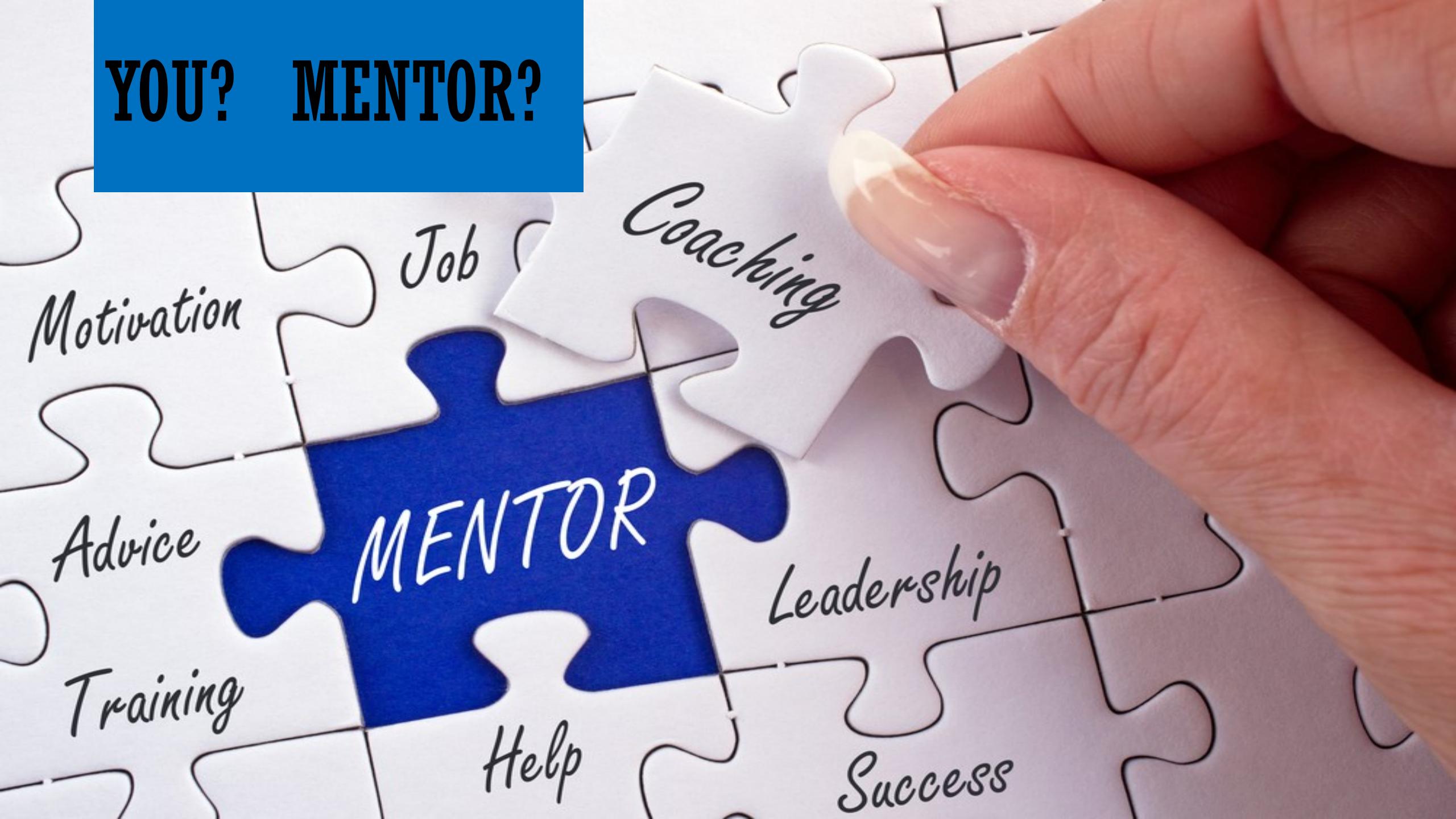


**UNDERSTAND YOURSELF –  
UNDERSTAND YOUR DREAMS –  
UNDERSTAND YOUR PURPOSE...**

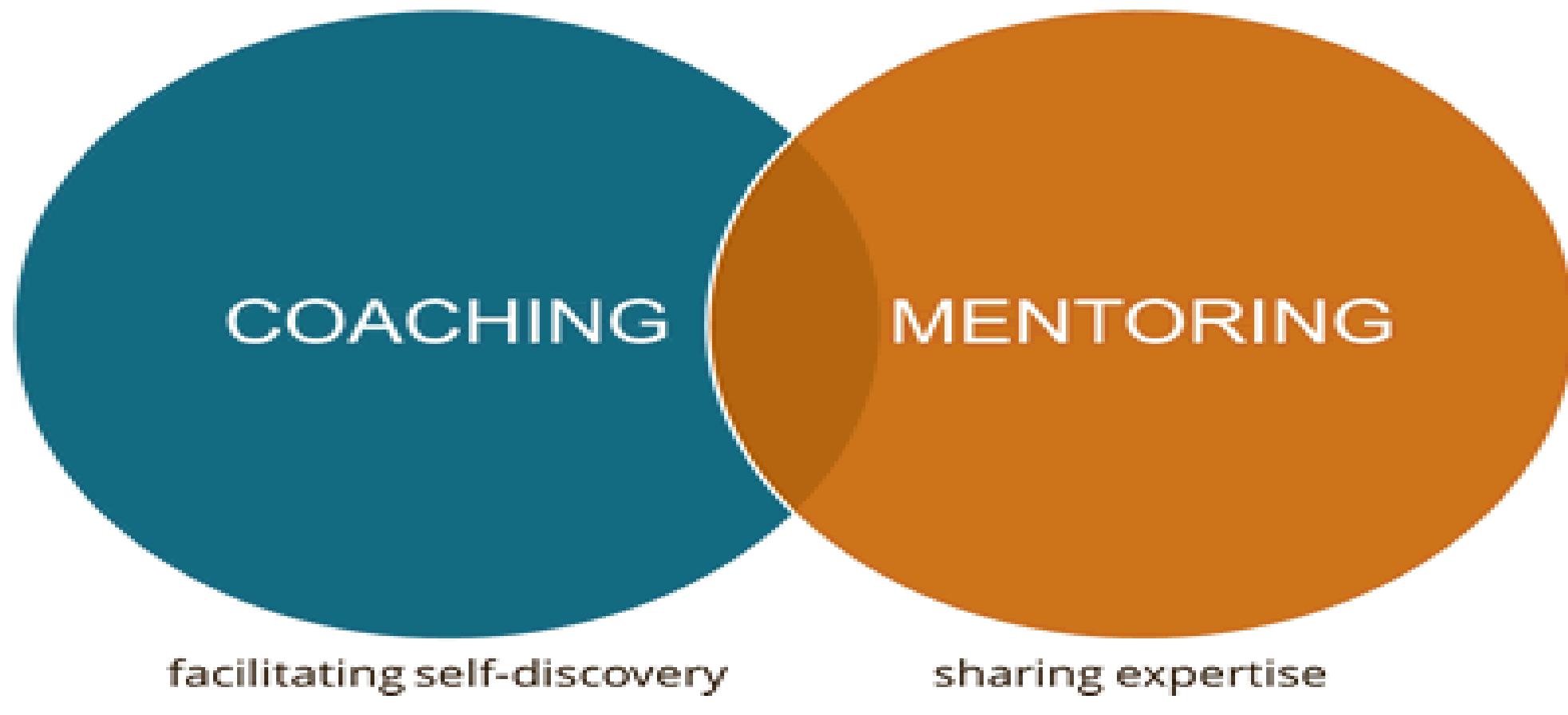
# 4 KEY AREAS TO CONSIDER

- **Vision** – we see with our eyes but we don't vision our future
- **Choices** – if we don't make the choices, people make the choices for us
- **Limitations** – we are bound by our limitations – it prevents us from exceling
- **Persistence** – only by staying true to our journey will we accomplish great things

# YOU? MENTOR?

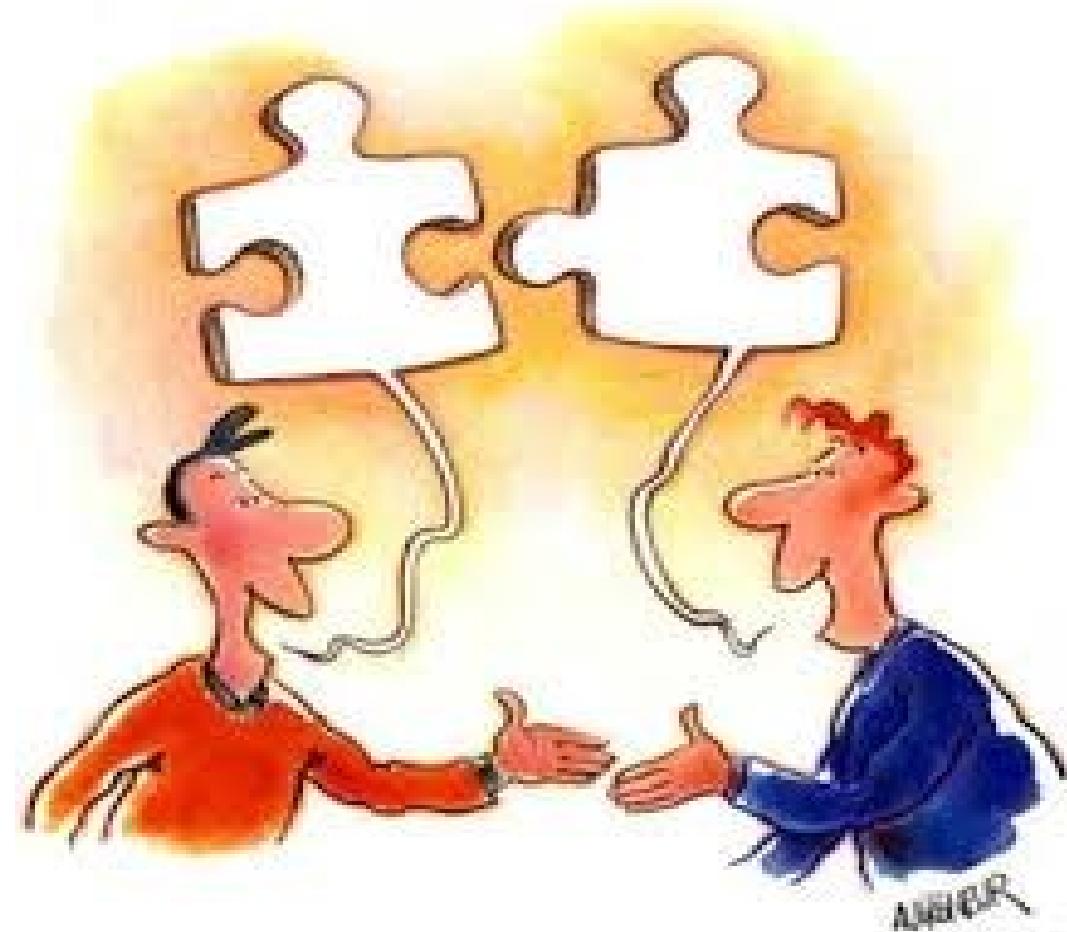


# MENTORSHIP AND COACHING



# HOW TO INITIATE CONVERSATION

- Listen and observe
- What if I get a mentor not in my area?



# BECOMING VISIBLE

- Attend as many events you can
- Linked In

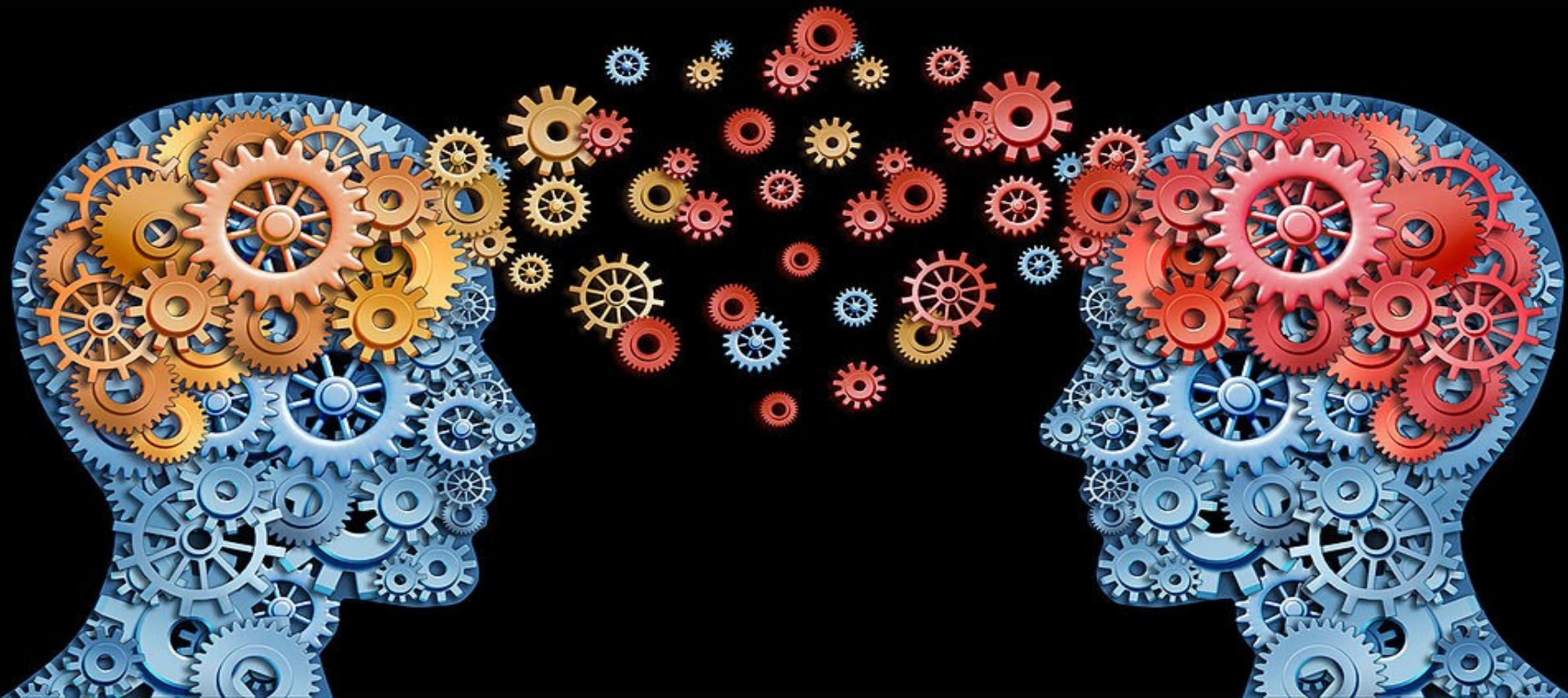


# EVERYTHING BEFORE MENTORSHIP

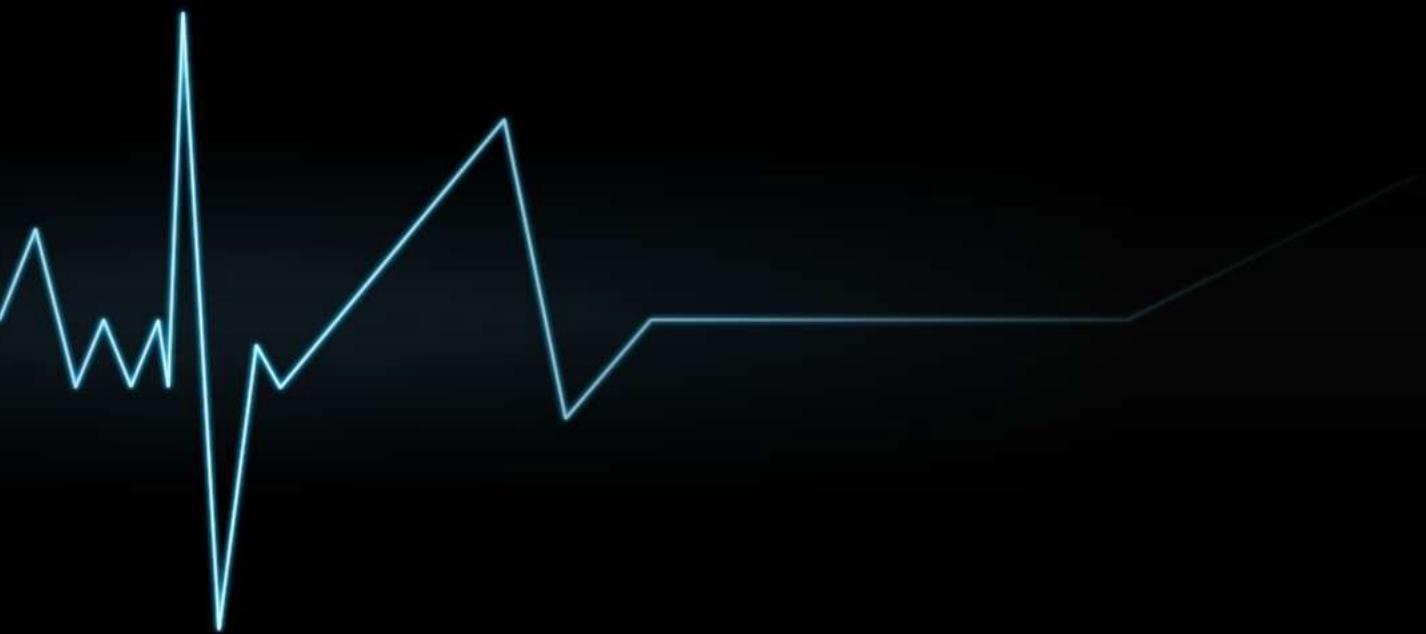
- Understand who you are so you can share that with your mentor
- Find out about your mentor



# SOME LESSONS TO SHARE



# PRESENCE – LOUD WITHOUT A VOICE





TRANSACTION

TRANSFORM

A photograph of a hand pointing forward with the index finger, set against a blurred background of a road and a desert landscape under a blue sky. The word "TRANSACTION" is overlaid in large, white, sans-serif capital letters on the left side of the hand.

TRANSACTION

TRANSFORM

GOOD  
VS  
GREAT

# OPPORTUNITIES ARE ALL AROUND





# CHAMPIONS AND ENABLERS



# THE EXTRAORDINARY IN THE ORDINARY

- C – Curiosity
- A – Appreciation
- R – Reflection
- P – Perspective
- E - Experience

# WINNING THE LOTTERY...BUT LOSING THE TICKET





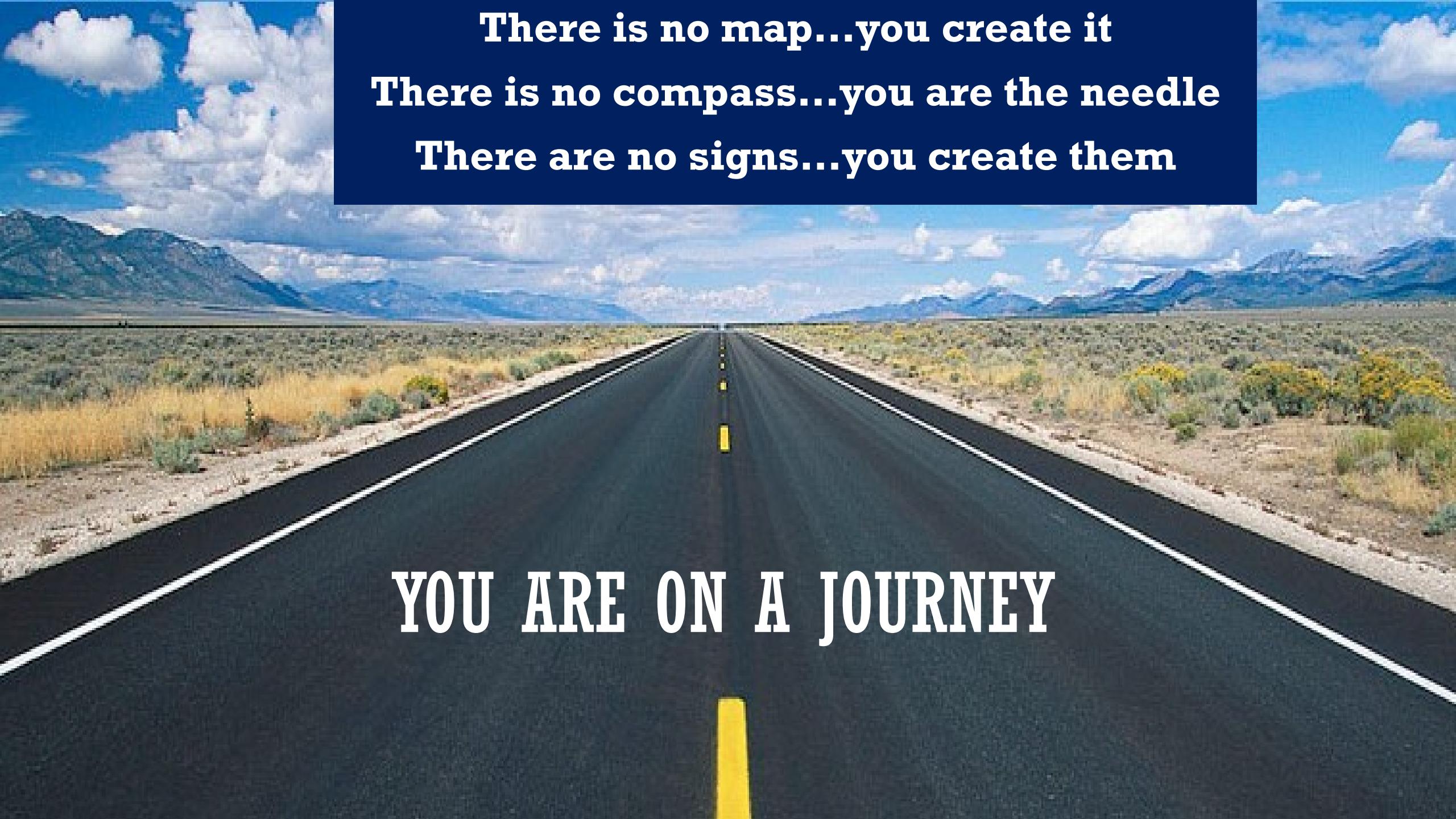
CONNECTEDNESS

# CHANGE THE WORLD...

Not through your  
eyes....but

Through the eyes  
of those you help

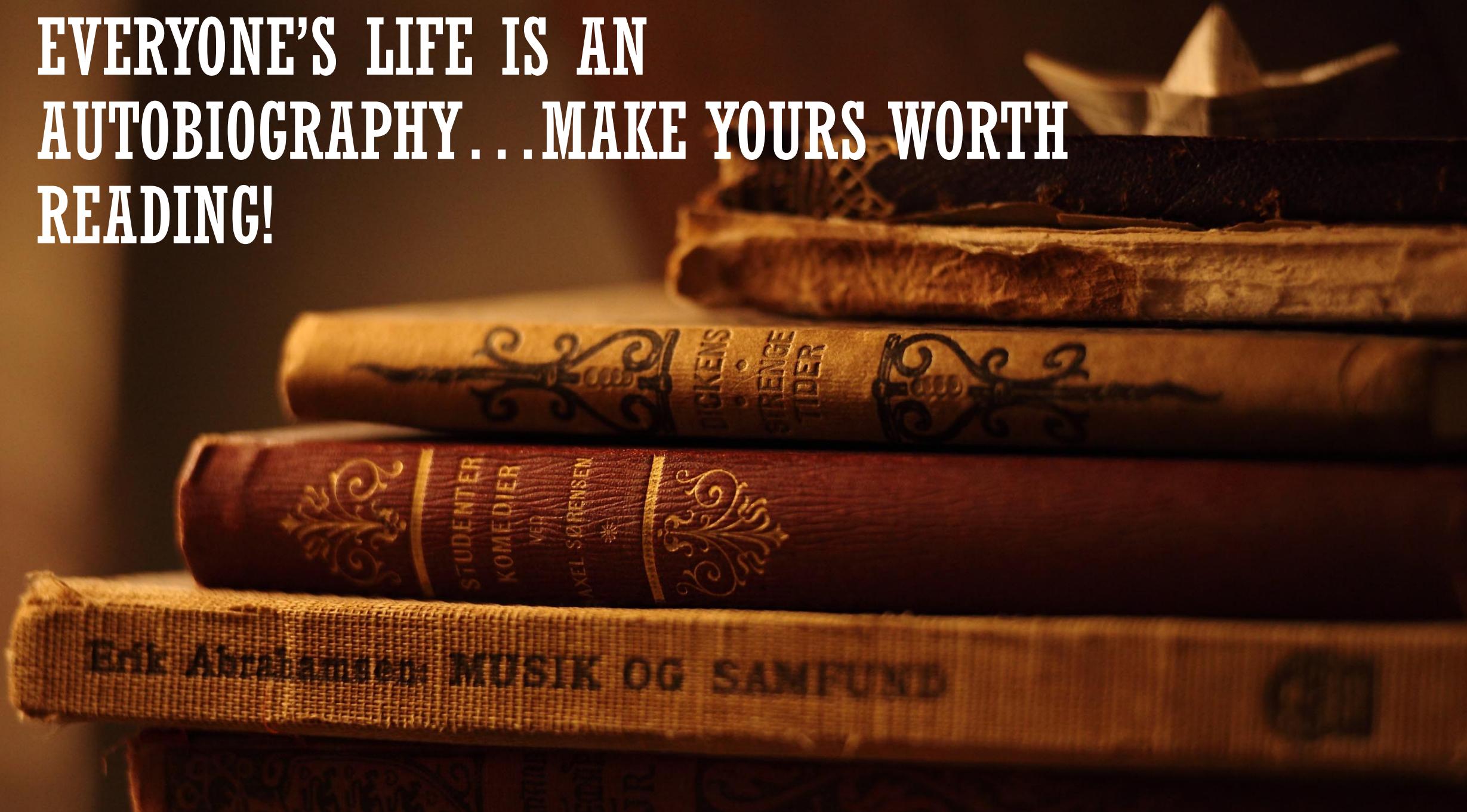




**There is no map...you create it**  
**There is no compass...you are the needle**  
**There are no signs...you create them**

**YOU ARE ON A JOURNEY**

EVERYONE'S LIFE IS AN  
AUTOBIOGRAPHY...MAKE YOURS WORTH  
READING!





Namaste



# Sam Thiara



[story.share.community@gmail.com](mailto:story.share.community@gmail.com)



[sam-thiara.com](http://sam-thiara.com)



[@sam\\_thiara](https://twitter.com/sam_thiara)



[linkedin.com/in/sthiara](https://www.linkedin.com/in/sthiara)



[samthiara and puzzlingthoughts](https://www.instagram.com/samthiara_and_puzzlingthoughts)



<https://www.lulu.com/shop/search.ep?keyWords=sam+thiara&type=>



PERSONAL  
STORYTELLING

DISCOVERING THE  
EXTRAORDINARY  
IN THE ORDINARY

...

SAM THIARA & CONTRIBUTING AUTHOR  
ADAM COTTERALL

