

Lerato A. Makwela

Employee Relations Administrator
MTN South Africa (Pty) Ltd

Personal Branding and Labour Relations

Match Made in Heaven



Introducing personal branding and how to establish your own brand...

1. Personal Values

- ◉ Living and acting congruent to your personal values leads to a positive feeling and self image.

My 5 most important values in order of priority are??

2. Behaviour

- ◉ **Is formed by**
 - > Words
 - > Non Verbal
 - > Conduct

My behavior will be characterized by?

3. Attitude

- ◉ **A progressive attitude is:**
 - > Self reliance
 - > Continuous learning and development
 - > Achievement of results
 - > Creativity and innovative thinking

I will convey and sustain the following attitude?

4. Relationships

- ◎ The quality of our interpersonal relationships are paramount in business success:
 - > Integrity
 - > Respect

I will build and maintain my relationships by doing?

5. Results Orientated

- ◎ **Be focused and results driven :**
 - > Clear goals
 - > Continuous improvement
 - > Personal responsibility

I will achieve this by?

6. Personal Image

- ◉ Image is the intellectual and emotional result
 - > Self image
 - > Others image of us
 - > Our dress code
 - > Behavioral conduct

What is the image I want to portray for me to be viewed as an individual and not just a role I portray...??

7. The strengths and talents I want to be recognized for?