

# PERSONAL BRANDING

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Declan Outhit

# Strong Personal Branding & Its Importance

- Modern audiences trust people more than corporations
- Allows to establish identity and reputation while remaining trustworthy
- It is seen as a great differentiator in business (B2C and B2B)

# **STRONG PERSONAL BRANDS**

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And what they're doing right.

# Richard Branson



**Richard Branson** ✓

@richardbranson

Tie-loathing adventurer, philanthropist & troublemaker, who believes in turning ideas into reality. Otherwise known as Dr Yes at @virgin!

[virgin.com/richard-branson...](https://www.virgin.com/richard-branson)

Joined August 2007

TWEETS 13.1K FOLLOWING 3,849 FOLLOWERS 8.2M LIKES 3

Tweets Tweets & replies Media



**Richard Branson** @richardbranson · 44m

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# Yul Moreau



<http://y78.fr/>

# Joschka



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# SWOT

## - Strengths



- Flat Design
- Simple Colour Palettes
- Uplifting Design Style
- Icon Design

## - Opportunities



- Close with a lot of startup owners
- Following design trends and styles
- Up to date on local events
- Can work at home or on the go

## - Weaknesses



- Detail Intensive Work
- Unreliable cash flow
- Little market presence
- Time management

## - Threats



- Access to materials
- Time management continued



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**LET'S CREATE**

# Creative Problem Solver



Iterative  
Groupwork  
Process



Data  
Visualization  
Skills



**Photoshop**



**Illustrator**



**InDesign**



**Photography**



**Design Skills**

- Logos
- Typography
- Coding



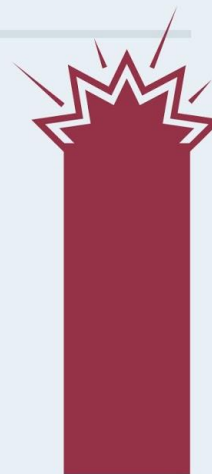
**Leadership**



**Punctuality**



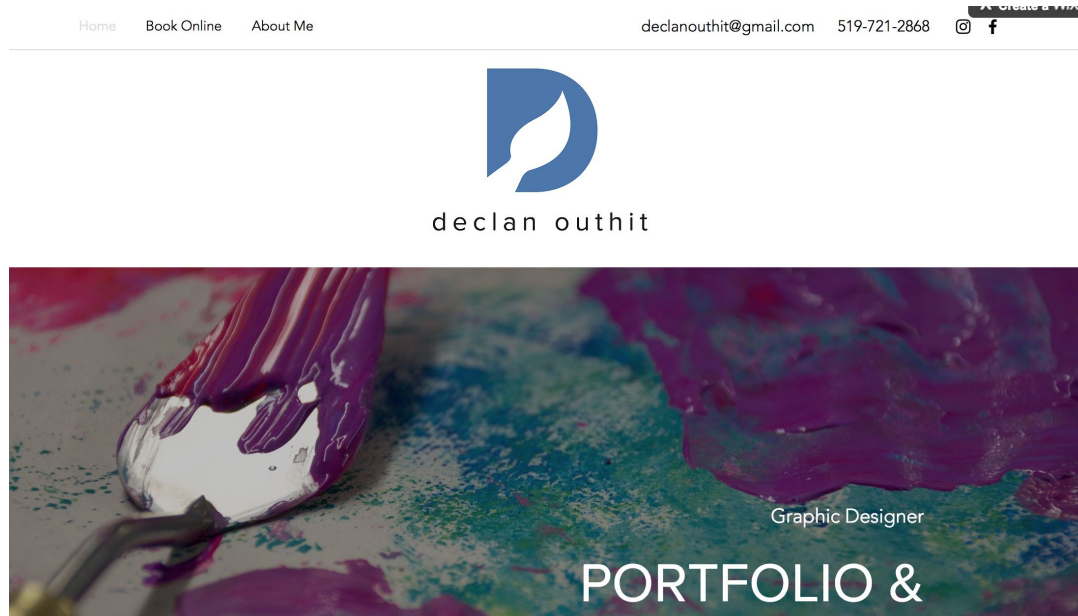
**Collaboration**



**Creativity**

# Website

<https://declanouthit.wixsite.com/website>





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design