




Eva Muraya
Founder & CEO, BSD Group

#ItTakesGRIT

Personal Branding: Building
Credibility and Influence
for Leaders



A glimpse of the
world at night.

BSD GROUP

BSD
BRAND • STRATEGY • DESIGN

Strategy
Development &
Business Advisory

Whiteboard!

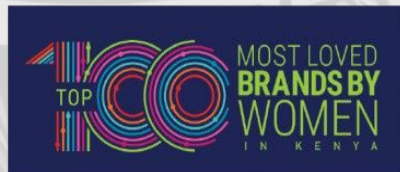
Creative Development

avid | Public
Relations

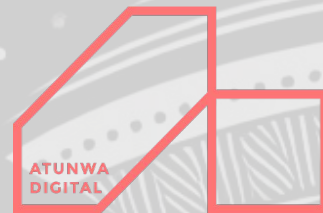
Brand PR, Image Building
& Reputation
Management

BrandQuad
Building brand leaders for **Africa**

Integrated Knowledge
Sharing & Talent
Development



Brand Ranking & Women
Market Research



Digital Media
Buying &
Placement



Social Enterprise for the
Economic Empowerment of
Women



Customer
Experience Training
Development

SABRE Awards



BSDGROUP + Ipsos
www.top100brands.africa

**Under The SABRE Award
for Superior Achievement
in Measurement and
Evaluation**



**Under The SABRE Award
for Public Sector/Government
Communications**

MSK Awards



- Awarded Marketing Society of Kenya Best National Brand PR campaign 2014.
- Top 3 in the “Best Not-For-Profit Campaign of 2016”, for the KCB Foundation 2Jiajiri programme at the 16th Edition of the PRSK Awards for Excellence



- Winner of “Best Internal Communication Campaign for Bring Your Child to Work 2018” for ISUZU East Africa at the 18th Edition of the PRSK Awards for Excellence.
- Nominee, “Best Internal Communication Campaign for Bring Your Child to Work” for the ISUZU East Africa at the SABRE Awards London, 2019.

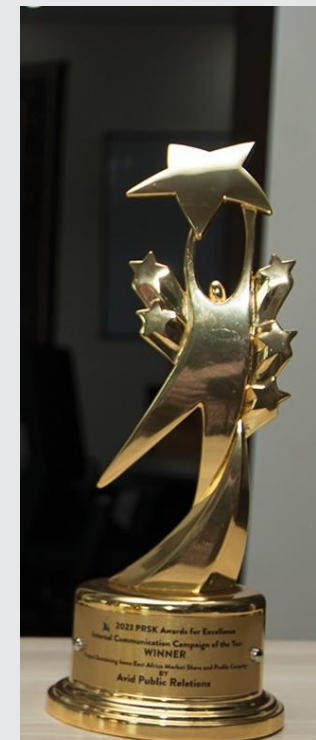
PRSK 2023 Awards



**Internal
Communication
Campaign of the
Year**



**Consumer
Relations
campaign of
the Year**



**Overall
Campaign of
the Year**



What is a Brand?

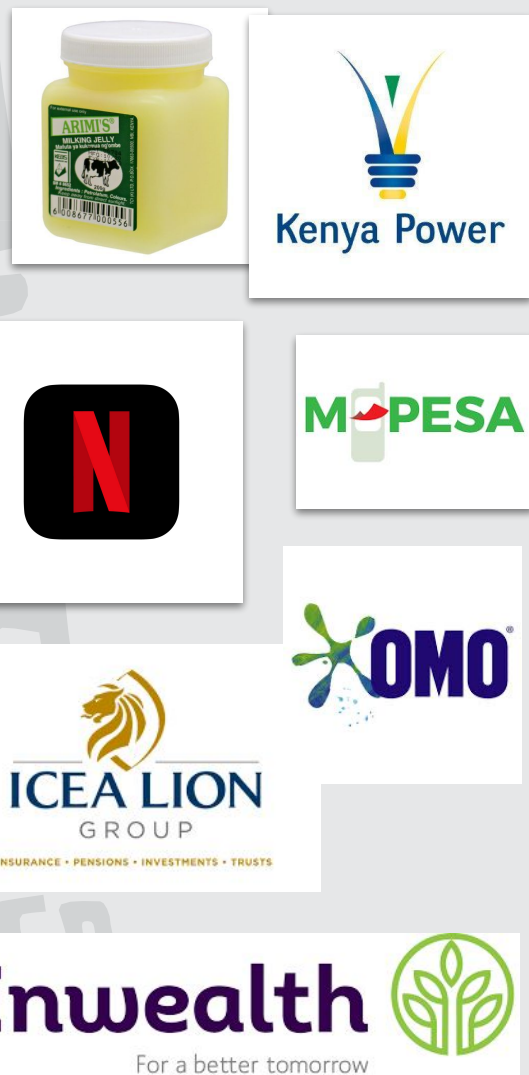


Gonzalo Brujó
Global Chief Executive
Officer, Interbrand

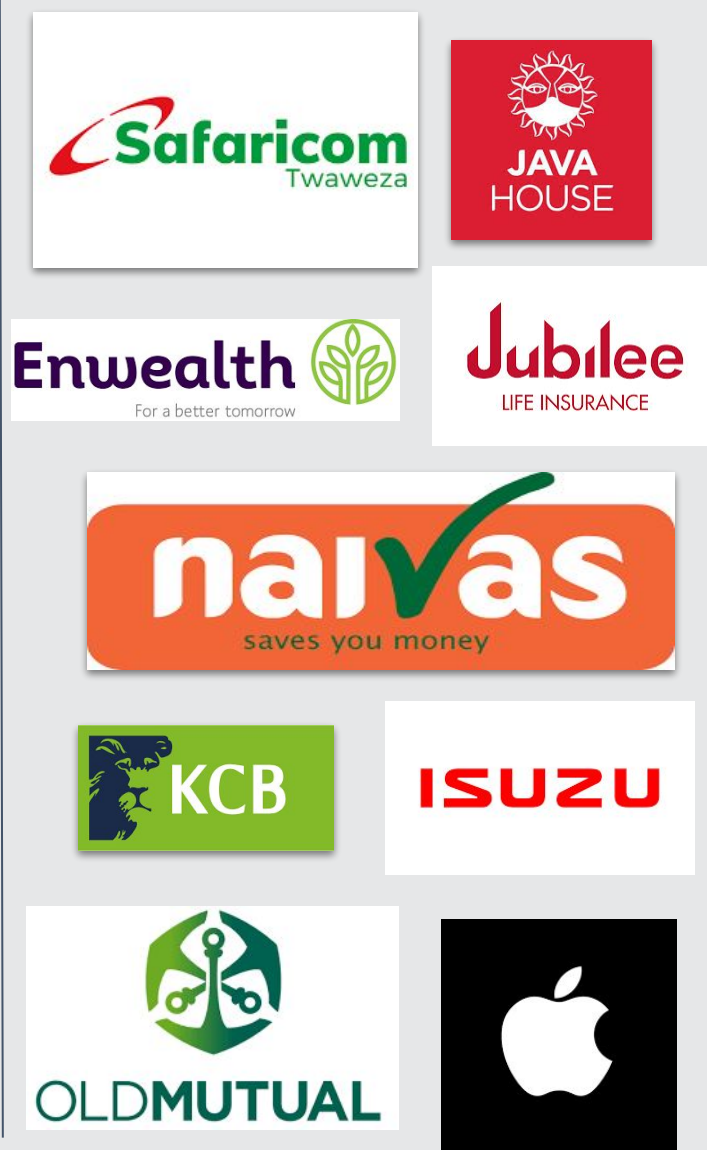
‘Today, the world’s most successful companies start not with product, but with brand—as their critical growth asset and engine.’

A Brand could be:

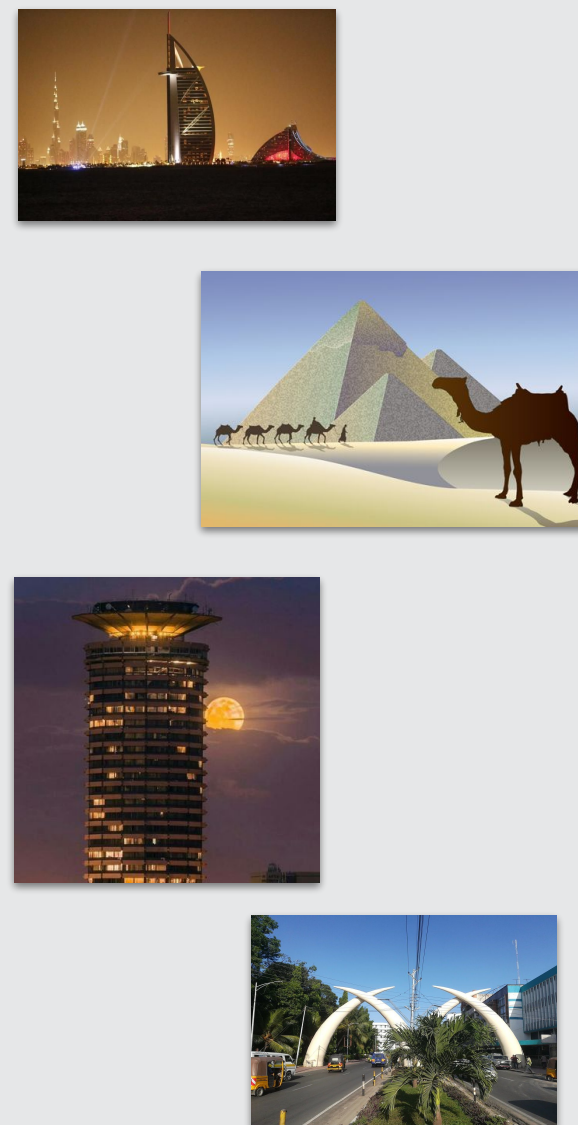
Product/Service



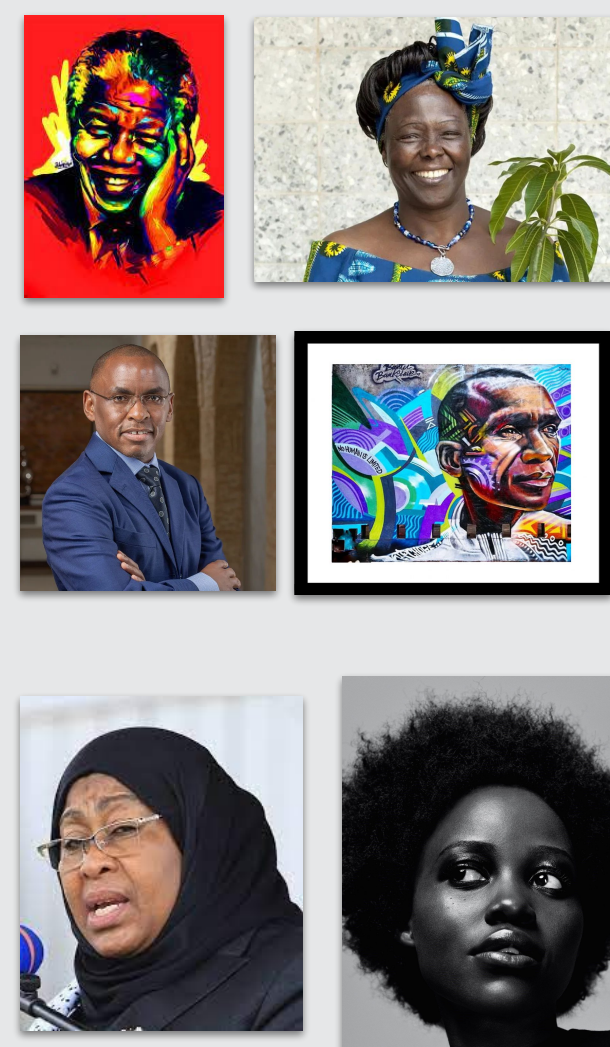
Organization



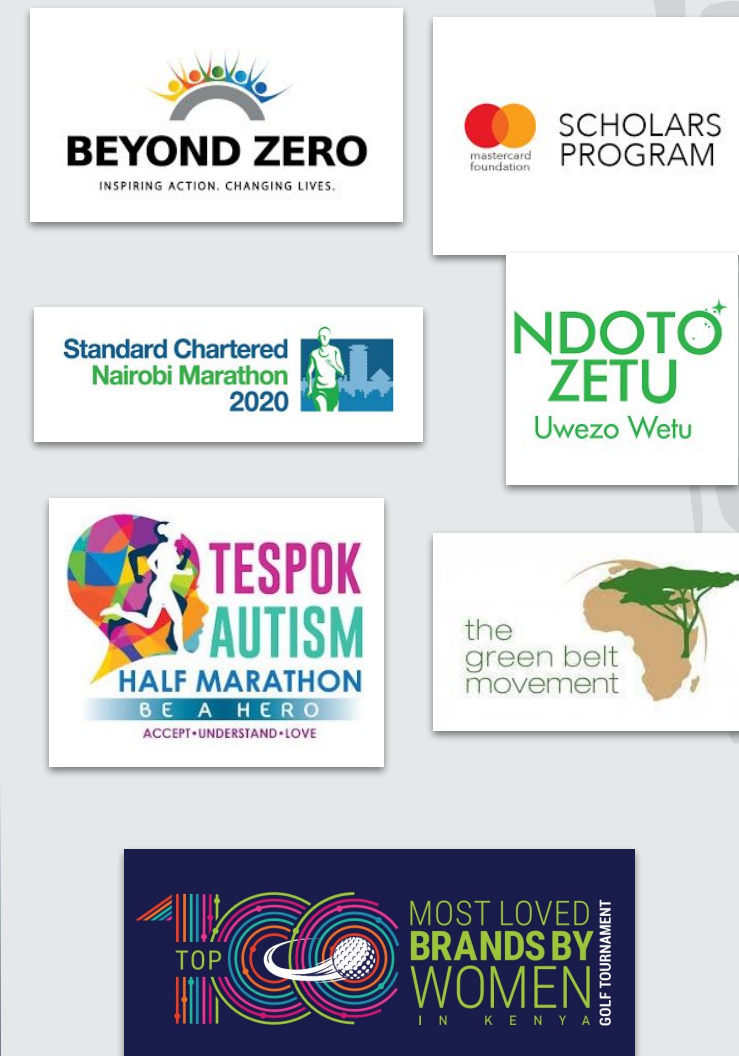
Place



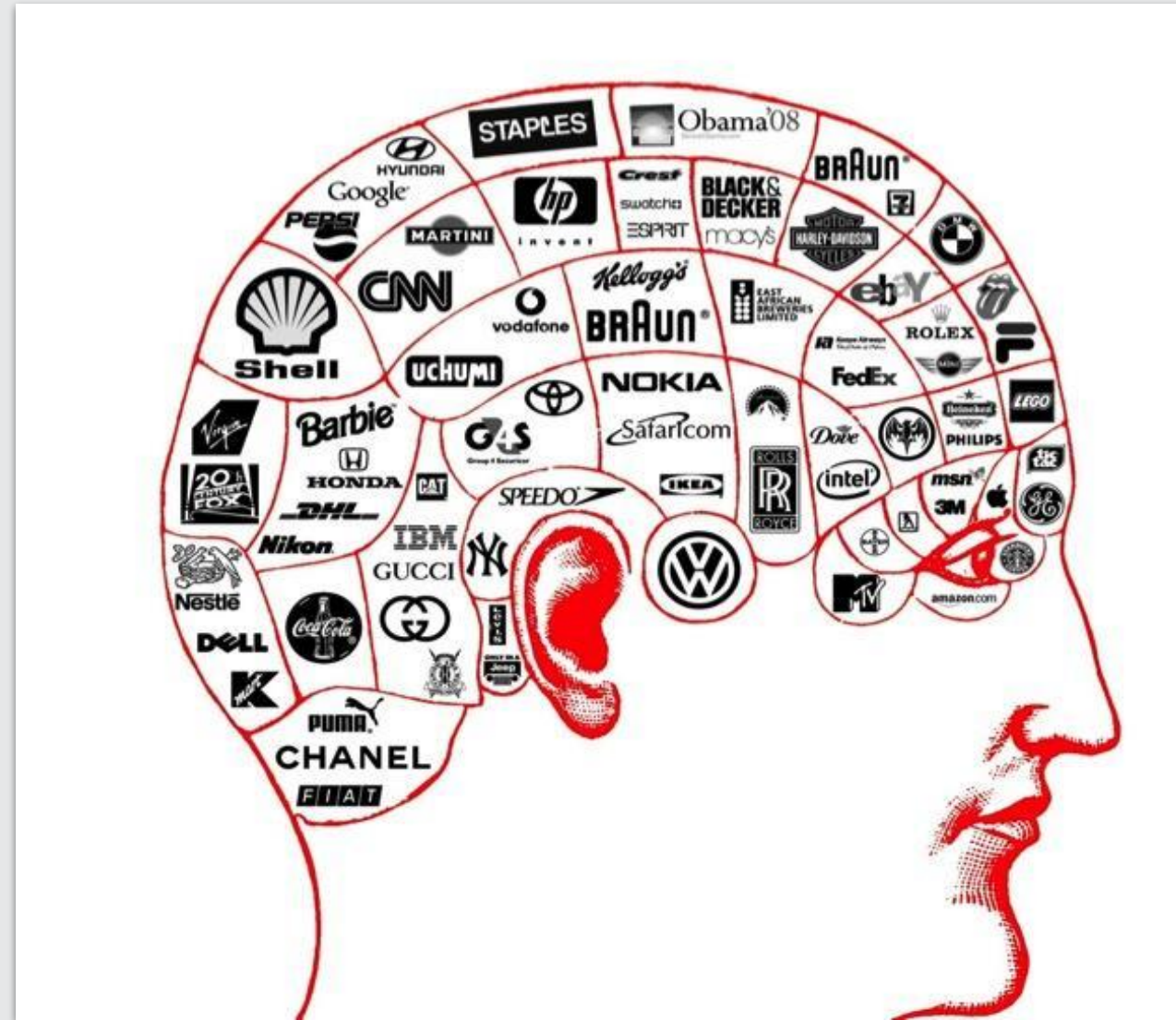
Person



Cause



What is a Brand?



A brand is an entity that occupies a specific place of value in our minds.

What is a Brand?

A brand is a name, term, sign, symbol or design, or a **combination** of them, intended to **identify** the goods or services of one seller or a group of sellers and to **differentiate** them from those of competitors. (Kotler and Keller, 2007)

A brand is a name, symbol, design or mark that **enhances the value** of a product **beyond its functional purposes**. (Farquhar, 1989)

A brand is a **promise made** and a **promise kept**. (Interbrand)

A brand does not exist until it **exists in the mind** of its customer. (Fournier 1997)

What is a Brand?

“Branding is not only about ubiquity, visibility, and functions; it is about bonding emotionally with people in their daily lives. Only when a product or service kindles an emotional dialogue with the consumer, can this product or service qualify to be a Brand.”

Gobe (2001)

“The internalized sum of all impressions received by customers and consumers resulting in a distinctive position in the ‘mind’s eye’ based on perceived emotional and functional benefits.”

Knapp (2000)

(Action)

Brand = Label **x** Meaning

A great brand is a promise made and a promise kept



BRAND BUILDING

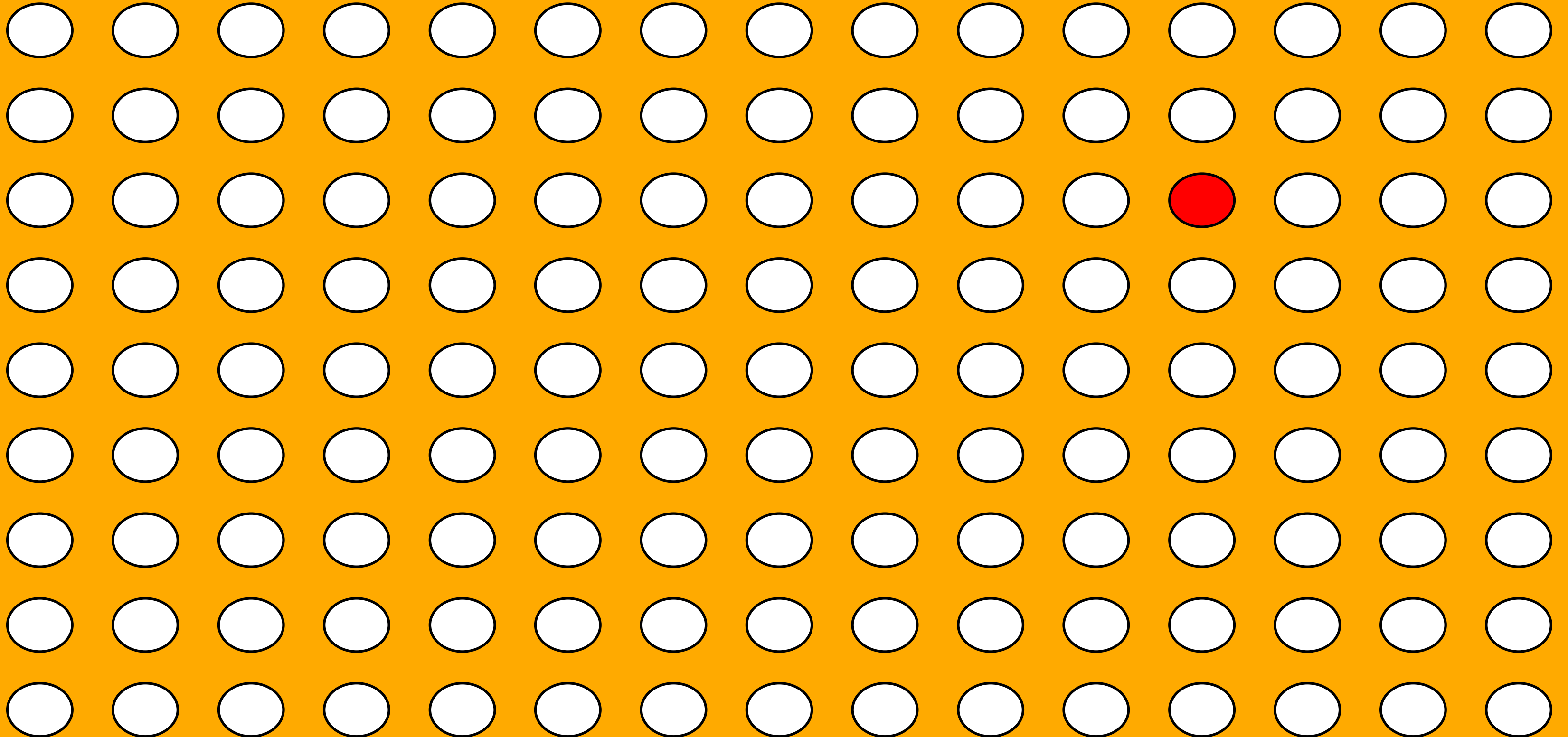
Is all about

Favorability • Trust • Familiarity • Value

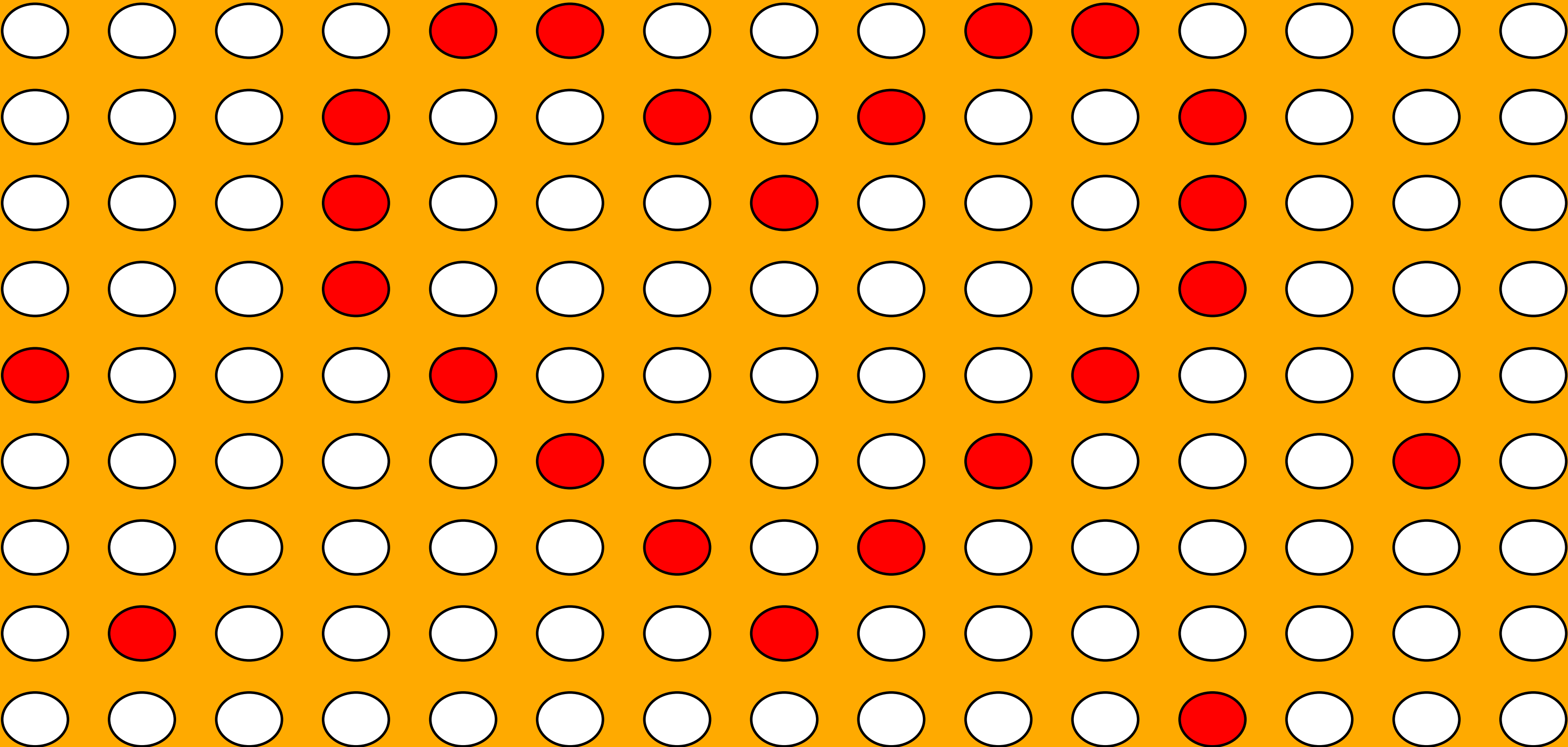


In order to build a brand, **differentiation** is Key.

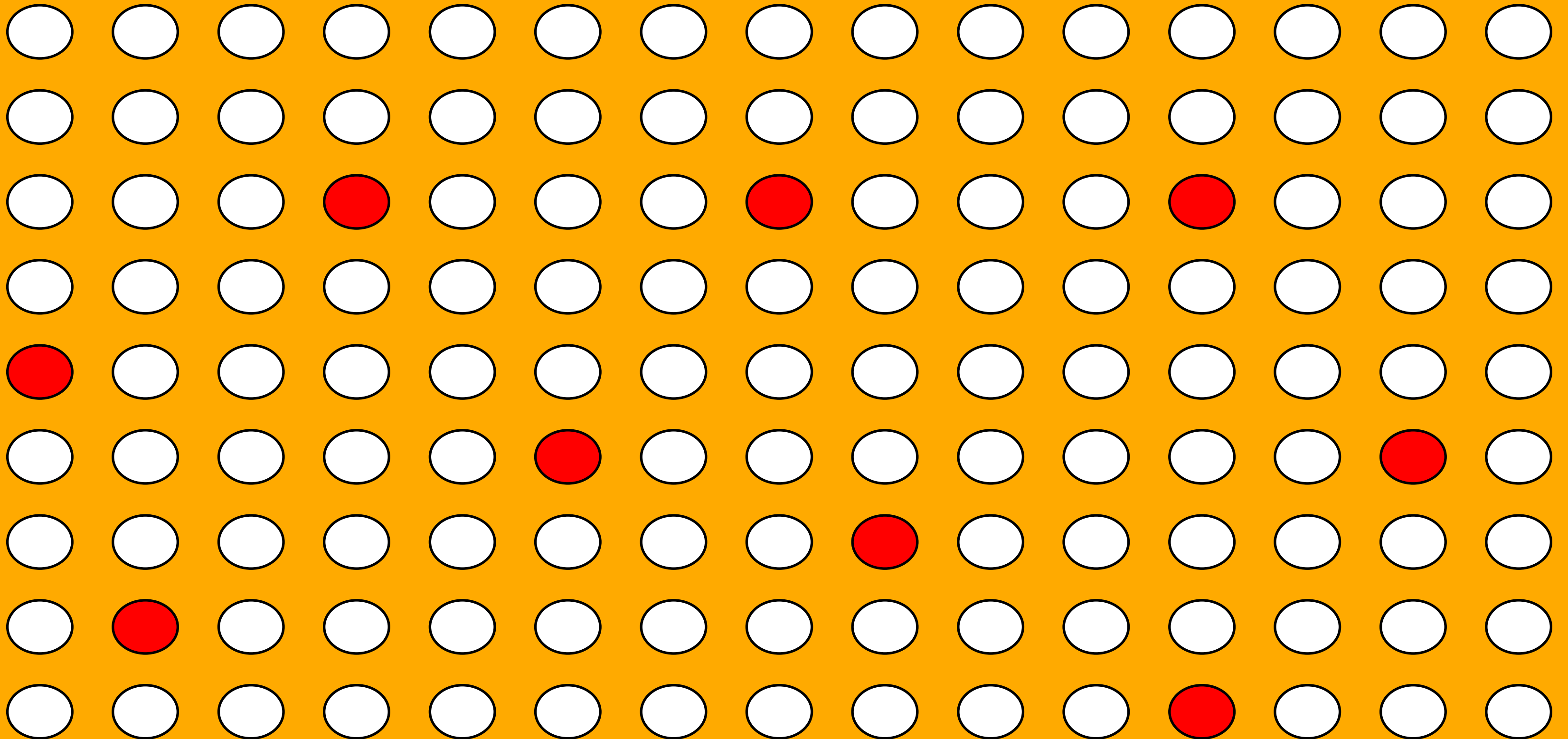
Differentiation Builds Favorability



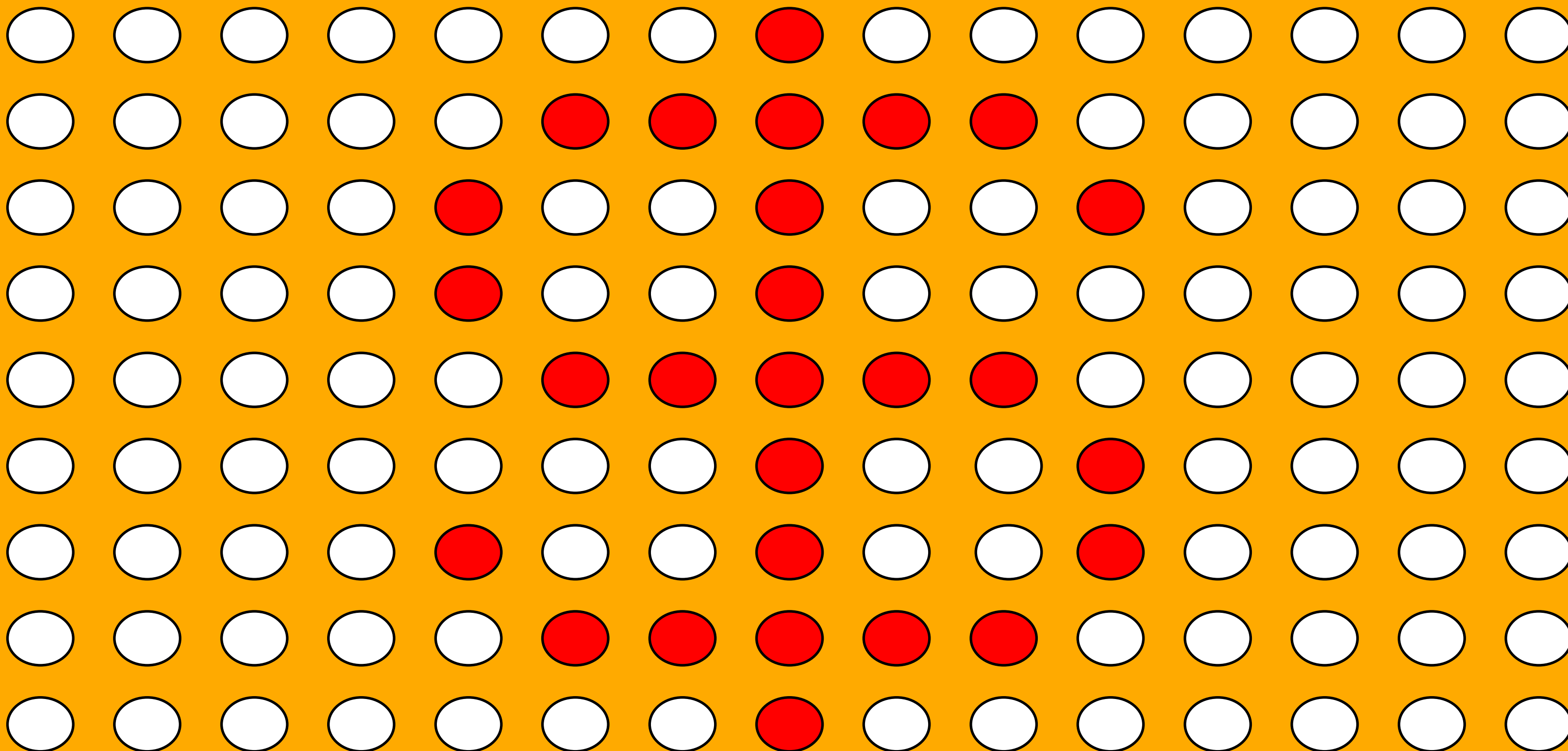
Consistency Builds Trust



Awareness Builds Familiarity



Reputation Builds Value



Dispelling Brand Misconceptions

MYTH	FACT
Branding is about logos	Branding is about creating meaning
Great brands make great promises	Great brands make and keep great promises
Branding is an expense	Branding is an investment
Brands are a tactical tool	Brands are a strategic asset
Brand responsibility sits with marketing	Brand responsibility sits with the CEO
Organizations create brand value	Organizations co-create brand value with their stakeholders
The value of a brand cannot be measured	It can – you just need to be willing to pay for it



What is Leadership

What is Leadership?

Leadership is often defined as the process of **influencing, guiding and inspiring individuals or groups** to achieve **shared goals** while **maintaining effective communication** and **fostering trust**.

A strategic process by which a **brand influences and inspires** its stakeholders (customers, employees and the wider public) to align with its values, vision and objectives.

This involves **leveraging** effective communication **to shape perceptions, foster trust and build lasting relationships** with its audience.



What is Personal Branding?

"In an ideal world, the **people ARE** the brand."

Jarrett Nixon



“Brand is the business of business.”

*Eva Muraya
Founder & CEO, BSD Group*

Your **personal brand** is what makes you **unique** and **memorable**. It's the **way you present yourself to the world**, both online and offline.

A Credible & Influential personal brand can help you **achieve your career goals, build relationships with potential clients and partners, and attract new opportunities.**



What is a Credible & Influential Brand?

What is a Credible & Influential Brand?

A credible and influential brand **establishes meaningful connections** and **leaves a lasting impression.**

It extends beyond offering products or services—it creates an emotional bond with its audience, fosters trust, and consistently delivers value.

By building relationships
demonstrating authenticity and
embracing responsibility

a brand not only enhances its credibility but also inspires loyalty and long-term pact.

What is a Credible & Influential Brand?

Jubilee
LIFE INSURANCE




ICEA LION
GROUP
INSURANCE • PENSIONS • INVESTMENTS • TRUSTS



BSD GROUP + 

Enwealth 
For a better tomorrow

What is a Credible & Influential Brand?





“You can never really live anyone else’s life, not even your child’s. **The influence you exert is through your own life, and what you’ve become yourself.**”

Eleanor Roosevelt



Why is building a Credible
Personal Brand important?

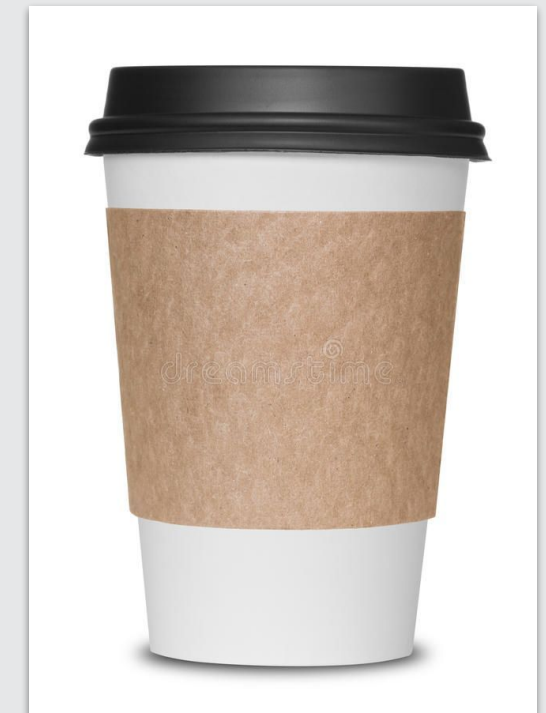
Why is building a Credible Personal Brand important?

*“A brand’s value is merely the sum total of **how much extra** people will pay, or how often they choose, the expectations, memories, stories and relationships of one brand over the alternatives.”*

Seth Godin,
Author, entrepreneur, marketer, and public speaker



Ksh. 200



Ksh. 80

Brands cannot be replaced with something else, but commodities can

Benefits of building a Credible Personal Brand

Personal level

- Increased **Influence**
- Enhanced Career Opportunities
- Increased financial value
- Greater Trust and credibility
- Improved Communication Skills
- Personal Fulfillment
- Positive Impact

Corporate level

- Enhanced reputation
- Talent attraction and retention
- Employee engagement and productivity
- Customer Trust and Loyalty
- Investor Confidence
- Innovation and adaptability
- Increased partnership opportunities

National level

- Economic growth & prosperity
- Global reputation & Soft power
- Human capital development
- Social cohesion & unity
- Institutional strengthening
- Community & Civic engagement
- Foreign Direct Investments



“I’ve learned that people will forget what you said, people will forget what you did, but **people will never forget how you made them feel.**”

Maya Angelou



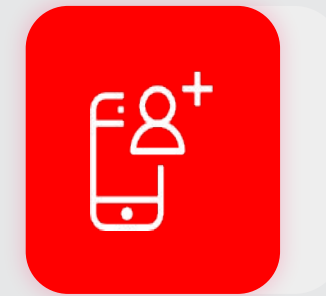
Steps to Improve your Personal Brand

5 Steps to build a Credible Personal Brand

- Define your destination
- Leverage your points of difference
- Develop a narrative
- Reintroduce yourself
- Prove your worth!!

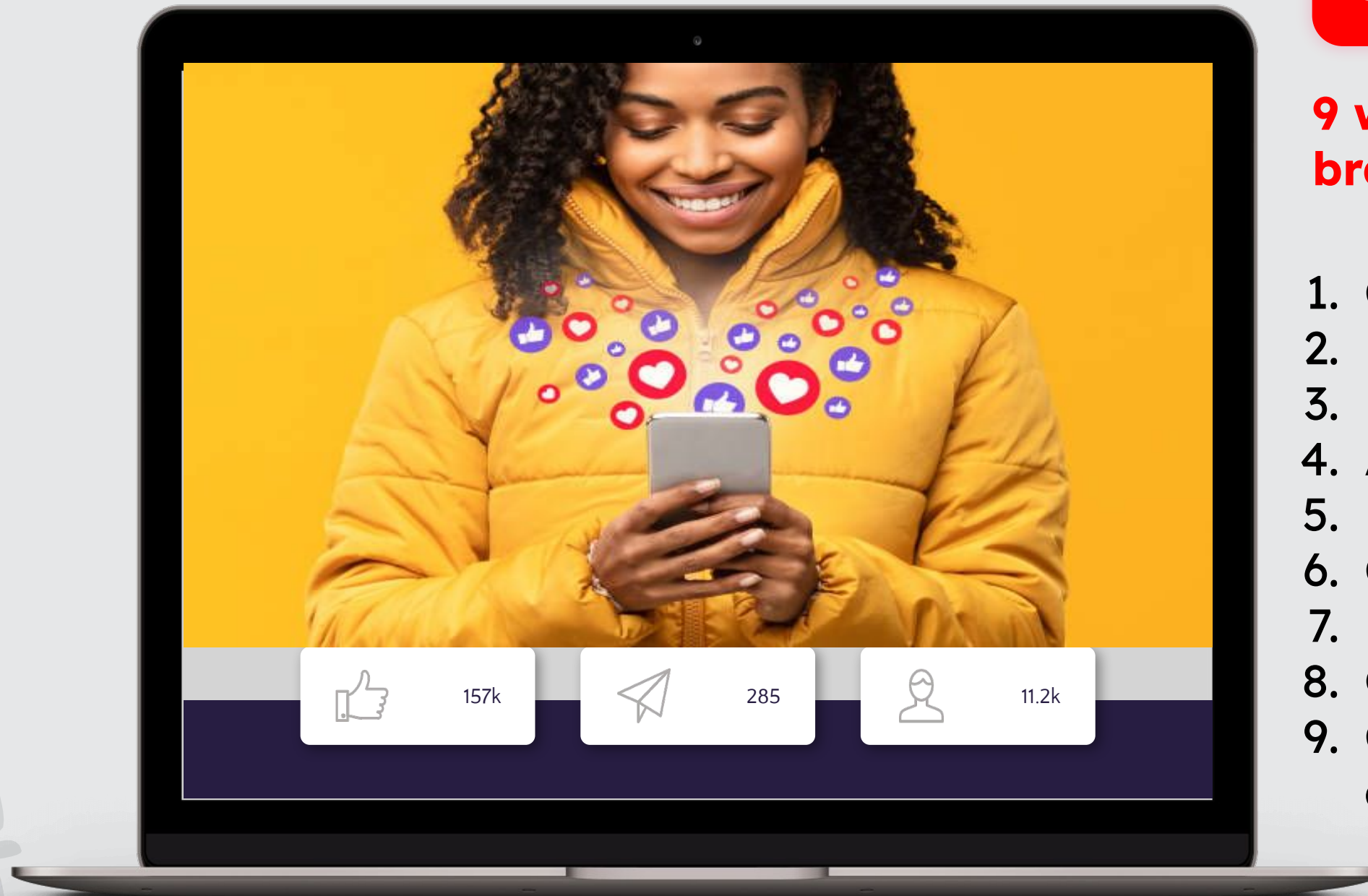


Personal Branding for Social Media



9 ways to develop your personal brand identity through social media

1. Claim your name
2. Position yourself as a thought leader
3. Promote colleagues in your industry
4. Answer peoples' questions
5. Post frequently
6. Create visual continuity
7. Do live coverage of events
8. Go multimedia
9. Create a clear and consistent message across channels





Real Life Application Examples

Examples of Leaders whose Personal Brand was Credible

As a brand you are differentiated by your uniqueness and the value you bring to the world.

Compassion



Innovation



Disruption



Examples of Strong, Consistent Brands



No one ever wonders what a bottle of Coca-Cola will taste like, because brand consistency ensures that it's always the same.

Remember: brand consistency is as **much about the customer experience** as it is about the visuals.

As a result of this, Coca Cola enjoys global brand trust

With a rich history of 125 years, Coca Cola has stamped familiarity, thereby attracting great reputation leading to increased value.



A Personal Journey to Building a Credible & Influential Personal Brand

This is what it has
taken to get us here...

- Courage
- Capability
- Commitment
- Character
- Compassion
- Collaboration
- Communication

This is what it has
taken to get us here...

- Keep the faith
- Protect your family
- Invest in a fraternity
- Sharpen your focus
- Defend your future

"If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do, you have to keep moving forward."

Martin Luther King Jr.



“A Good Name is More Desirable
than Great Riches. It is better to
be esteemed than silver and
gold”

Proverbs 22:1

THANK YOU FOR YOUR KIND ATTENTION