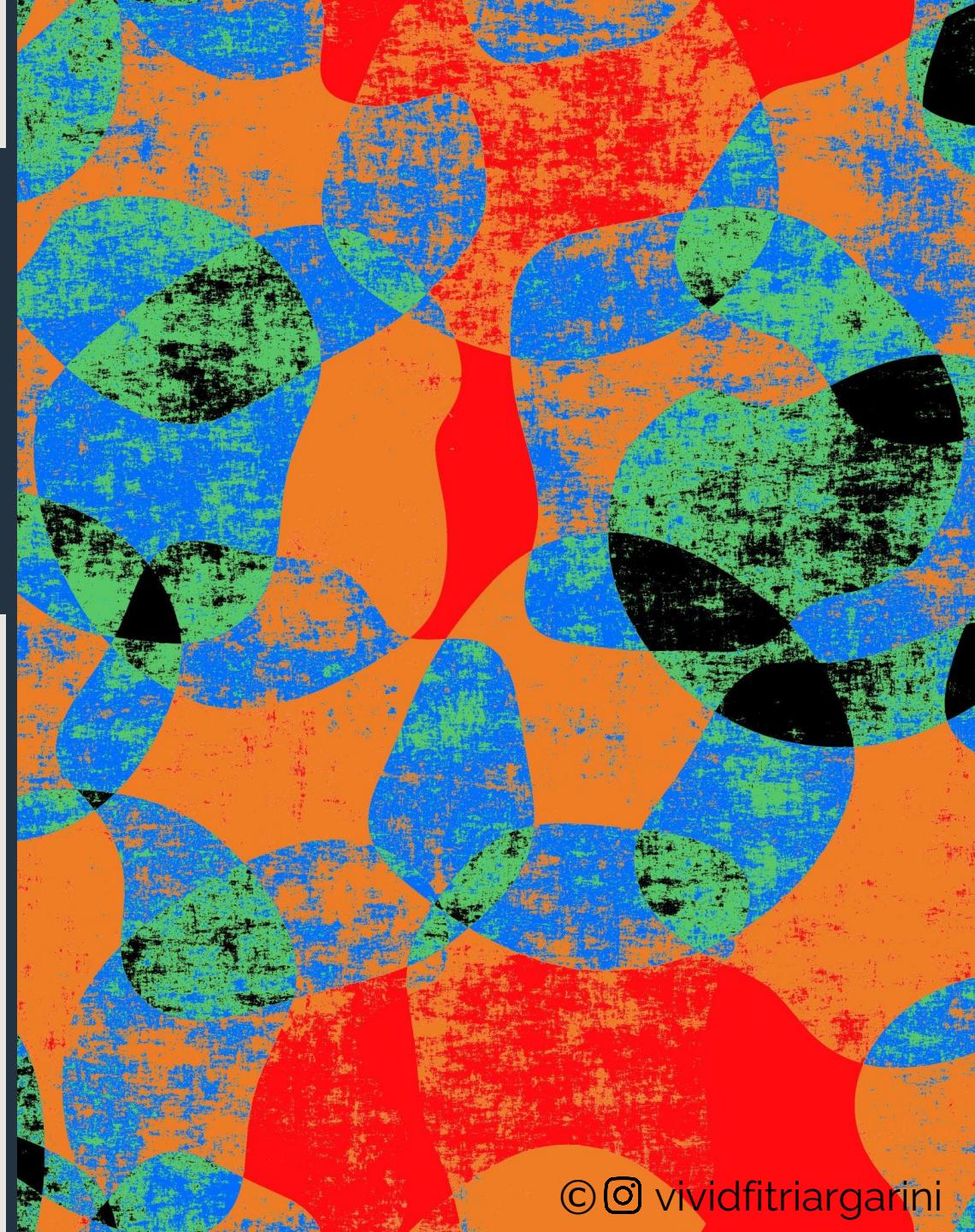


PERSONAL BRANDING

Dr. Vivid F. Argarini

**Praktisi Pendidikan dan
Komunikasi**

SUPERB, 13 Februari 2022





APA ITU PERSONAL BRANDING?

Membentuk identitas siapa kita

How to stand out among the crowd

Mempromosikan diri agar teman-teman, guru, dan siapapun tahu apa ciri khas kita

PENTING UNTUK MEMAHAMI PERSONAL BRANDING

**"We are somebody.
We are diamonds.
We are the master
designer of our own
lives".**



Keep It Clean: Social Media Screenings Gain in Popularity

BUSINESS
NEWS DAILY
Small Business Solutions & Inspiration

July 9, 2020

Companies are increasingly turning to social media to screen potential employees

techxplore

Bijaksanalah Gunakan Media Sosial, Manajer HRD Mengawasi Anda

Kompas.com - 26/04/2017, 07:18 WIB

Ne

PERSONAL BRANDING UNTUK MEMULAI KARIR



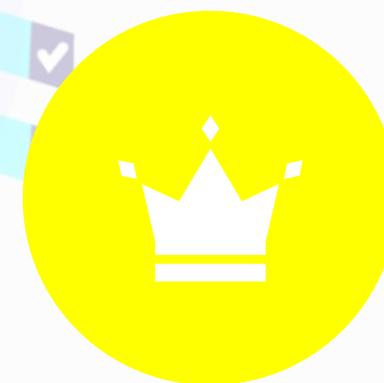
MEMPROMOSIKAN DIRI SENDIRI



**CEK REPUTASI KITA DI
*SEARCH ENGINE (GOOGLE
IS YOUR CV)***



**MANFAATKAN MEDIA
SOSIAL**



NETWORKING IS KING

MANFAAT MEMILIKI PERSONAL BRAND KUAT

Bersaing untuk meraih karir impian

Pengaruh ke sekitar

Kesempatan kolaborasi

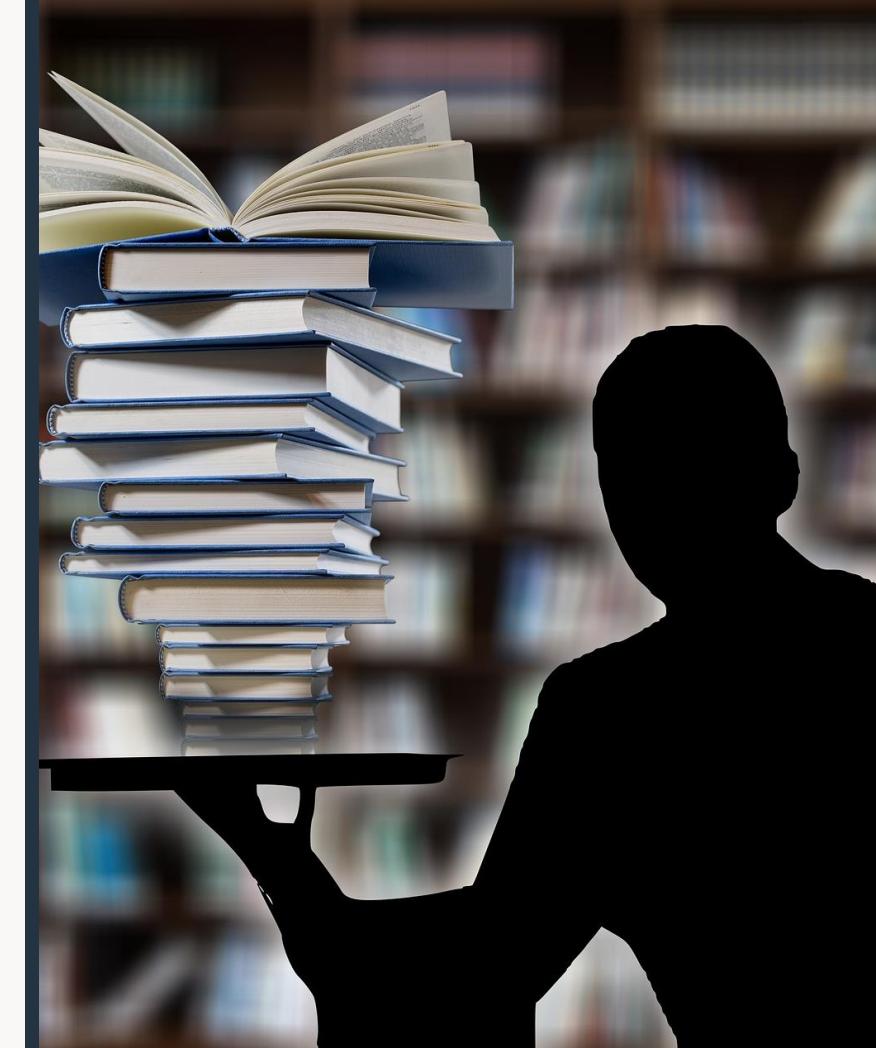
Rasa puas

Prestige and popularity

Dukungan sekitar saat kesulitan

Banyak 'pintu terbuka'

Media attention



HADAPI VUCA DENGAN FUTURE SKILLS

Siap untuk era **V**olatility,
Uncertainty, **C**omplexity,
Ambiguity



Future Skills are “competences that allow individuals to solve complex problems in highly emergent contexts of action in a self-organised way and enable them to act (successfully). They are based on cognitive, motivational, volitional and social resources, are valuebased and can be acquired in a learning process”. – Ulf-Daniel Ehlers

10 IMPORTANT SKILLS FOR THE FUTURE (FORBES)

Source:
<https://www.forbes.com/sites/bernardmaur/2019/04/29/the-10-vital-skills-you-will-need-for-the-future-of-work/>

Creativity

Emotional
Intelligence

Critical Thinking

Active Learning

Judgement and
Decision
Making

Interpersonal
Communication

Leadership

Cultural
competence
and intelligence

Technology
expertise

Adaptability to
change

TOP 10 SKILLS OF 2025 (WORLD ECONOMIC FORUM)

- Analytical thinking and innovation
- Active learning and learning strategies
- Complex problem solving
- Critical thinking and analysis
- Creativity, originality, and initiative
- Leadership and social influence
- Technology use, monitoring, and control
- Technology design and programming
- Resilience, stress tolerance, and flexibility
- Reasoning, problem solving, and ideation

FUTURE SKILLS (Dr. Vivid F. Argarini 2019)

Identifying
problems

Problem solving

Decision
making

Collaboration

Networking

Communication

Creativity

In-depth
analysis ->
Critical thinking

Cross cultural
understanding



STANDING OUT IN STUDENT ORGANIZATIONS

Actively taking part in many activities within the organization

Having a unique set of skills (music, art, IT, etc.)

Willing to put the team's needs first

Having connections to other similar institutions (international student orgs, clubs, etc.)

Willing to take leadership responsibility should the situation arises

SIAPKAN DARI SEKARANG

Cognitive Flexibility/Agility: **Menjadi Agile Individual**

Tumbuhkan:

Compassion

Good character

Service to others

A global mindset

Growth and learning mindset

Healthy lifestyle



Above all, Manners Matter – No Matter What

di manapun, kapanpun, kepada
siapapun dan dalam menyikapi
apapun.

Thank you

#hidupuntuksalingmenguatkan****

○ vividfitriargarini

Ikuti Podcast Vivid di Spotify

