

PERSONAL BRANDING

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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

Bijaksanalalah Gunakan Media Sosial, Manajer HRD Mengawasi Anda

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

PERSONAL BRANDING UNTUK MEMULAI KARIR



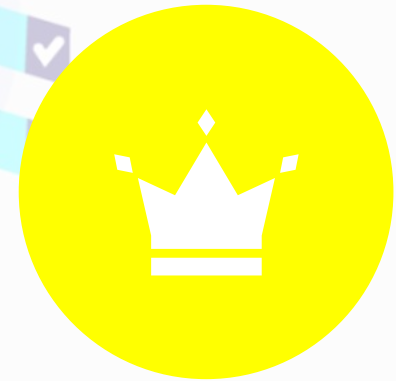
MEMPROMOSIKAN DIRI SENDIRI



**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

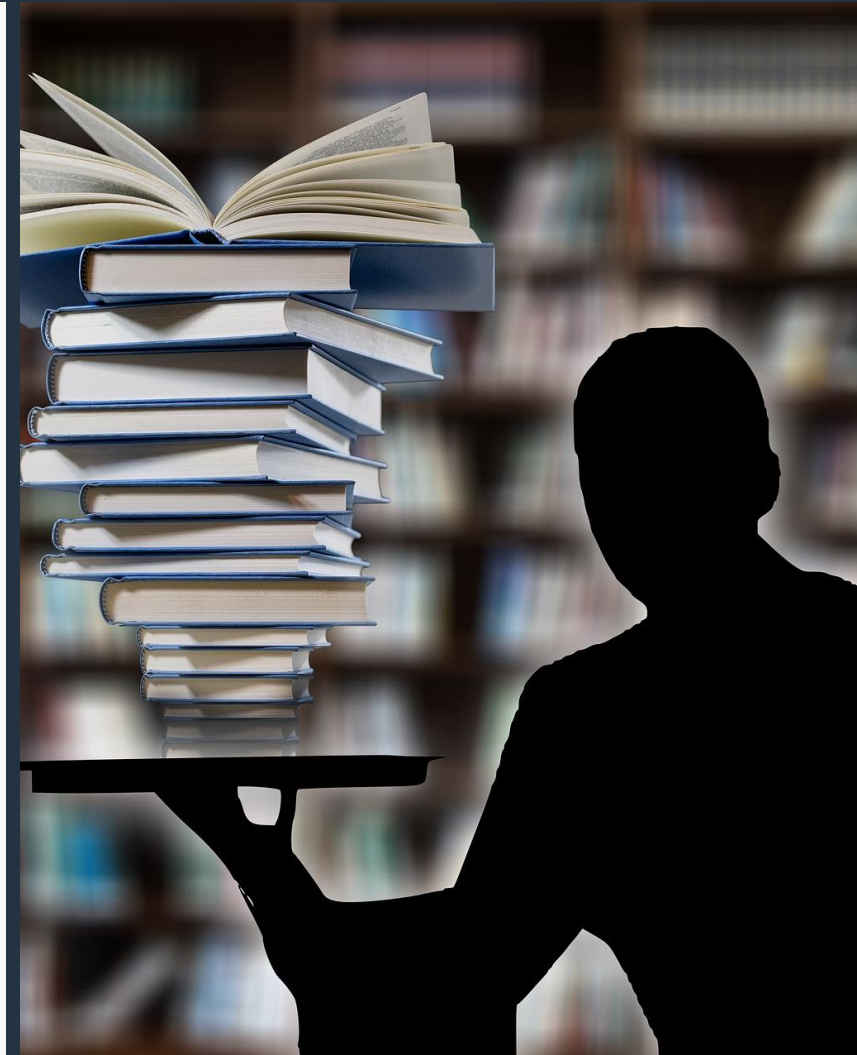
Rasa puas

*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/bernardmarr/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

#hidupuntuksalings menguatkan

 vividfitriargarini

Ikuti Podcast Vivid di Spotify

