

Acorn

LEADING RECRUITMENT SPECIALISTS

Becoming the pillar

How to market yourself

Mohammed Alamgir Ahmed

Who Am I?

- Head of Operations – Specialist Divisions
- Formerly Divisional Director – Yolk IT
- Founder of Haya Fitness Ladies Only Gym

- Director of Projects – Muslim Council Wales
- Board Member – Glas Cymru / Welsh Water
- Governor Cardiff & Vale College

What to expect today?

- Branding yourself

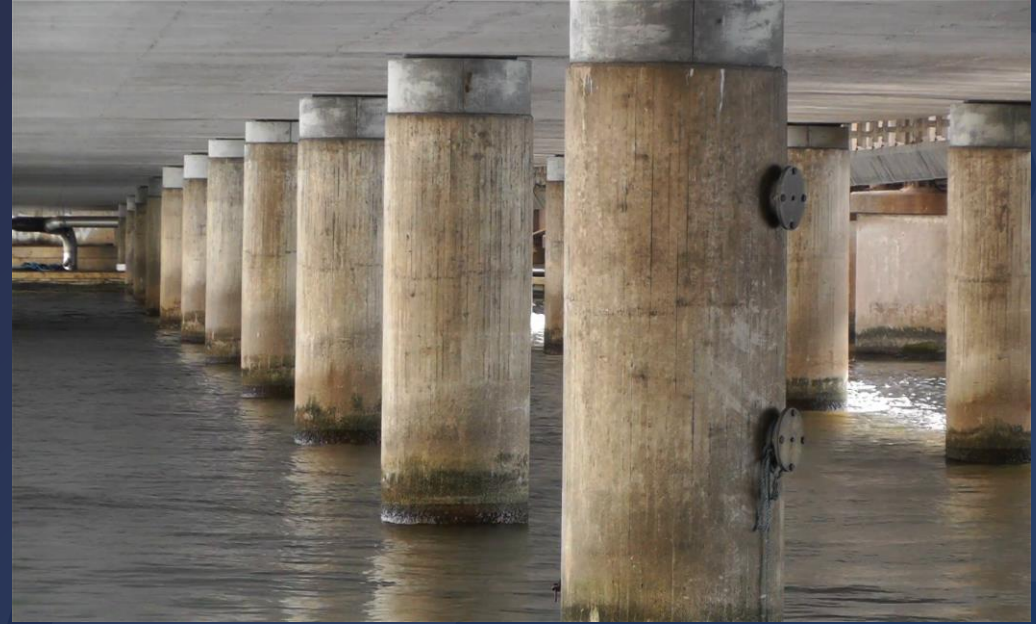
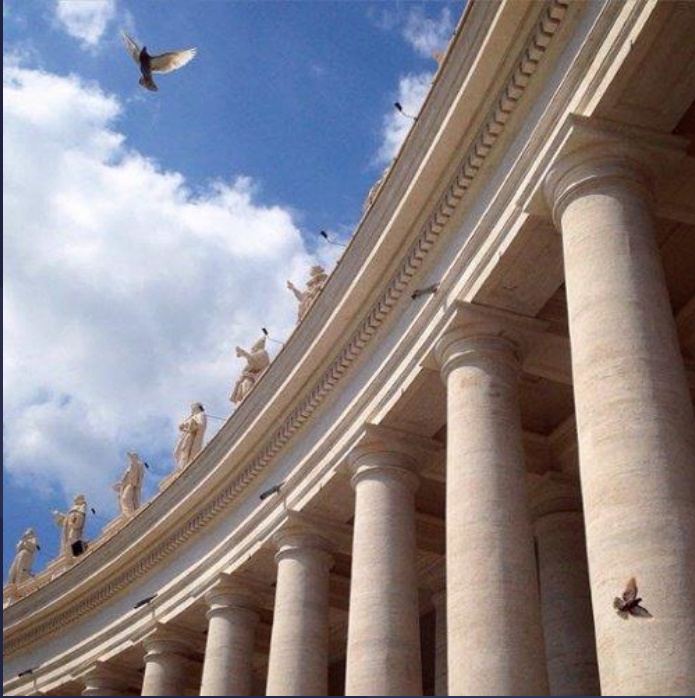
Concepts

- Further develop it
- Seek out means
- Invest time in it

Its on you!

Introductions

- Name
- Employer
- Job title and how long



Describe its Primary Purpose

What words come to mind when you think/see a Pillar

Alternative purposes/uses

Managers and Leaders

Become the Pillar

- Know our primary purpose and execute it effectively
- Know and communicate our skills and values
- Others will find ways to creatively utilise you

Managers and Leaders

Discuss and explain difference

Managers and Leaders

Determine who you are!

You need to be both – balance them equally.

Define your Values and Skills

Individually list:

3-5 skills

3-5 values

Define your Values and Skills

Let that be your brand

Takeaway Tips

- Be the absolute best in your job – primary purpose
- Know your values and skills and keep communicating this
- Go out your way to help others
- Network with everyone in the business
- Never say NO! Delegate
- Communicate your values regularly with:
 - Staff 121s
 - Management meetings
- Give insight to your world by opening up to peers, management, staff, suppliers
- Roll sleeves up and inspire
- Don't get inertia

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