

## “The C E O brand”



Weekly Learnings 40 / 2024

Three questions I am often asked:

1. I am not from a Premier B school, what do I do?
2. Which companies, jobs should I think about?
3. Should I invest in building my OWN brand

This is the C E O brand = College+Enterprise+Own brand. I have three representations in the ppt attached

A college brand opens the door to the 1st job and maybe a window to a 2nd job. Its value drops a lot within 5 years. You cannot get a third job because you are from a premier B school. So, if you are not from a premier B school, you need to focus on the enterprises you choose. A stat for you - less than 5% of any premier B school batch makes it to the top job.

Every enterprise has its strengths and challenges. You should work in an enterprise that is a Top 5 player in their field. A Top 5 player, will have the resources and clout in the eco system to help you learn. You need to focus on your impact in the various enterprises you work in. Today's professional will work in at least 10 companies and 5 to 6 industries. The relevant industries of the future will use technology extensively and where there are multiple business models. That's the future. Your track record starts in the job and you must try and notch up many miles. Give the enterprise at least 3 years.

The own brand is a time challenge. Everyone is busy and cannot devote time. That's a cop out. If you don't build your own brand, you have yourself to blame after 45 when opportunities dry up. The average life of a company is 12 to 18 years today, and your own brand if built can last more than 30 years. Your brand is built by consistency, through hard work, discipline, collaboration and influence. You must contribute to the eco system, to your alma mater. When eco system people seek your time, you should stretch for them. That's an investment and not a burden. Many MNCs and Indian companies are shy of letting employees build their own brand. As long as you don't share confidential information, you should build your own brand in areas that matter to you.

Building your own brand does not mean frivolous posts every day, the world is full of them.

The first slide is obvious, your personal brand starts from school, and the way your fellow students see you through the various stages, you need to be seen as someone who can be trusted , a decent person.

The second slide is interesting. In some cases, the enterprise defines you - the armed forces, blue collar workers are defined by their enterprise, pilots by the airline and teachers by the school they teach in.

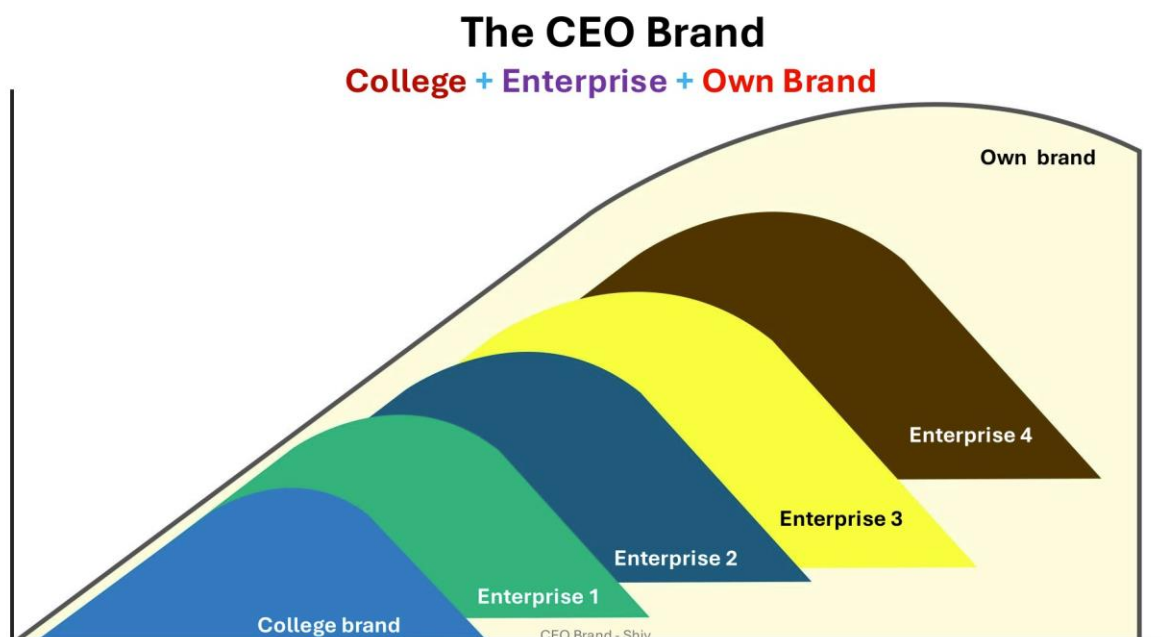
In the Third slide, there are some exams that define you - IAS and CA are two I can think of. There are less than 200 IAS officers selected every year and 20,000 CAs admitted every year. The low number gives it a certain credibility. This was the case with IIMs and IITs a few years ago, but not now.

The most important component of the CEO brand is O - Own brand

Shiv

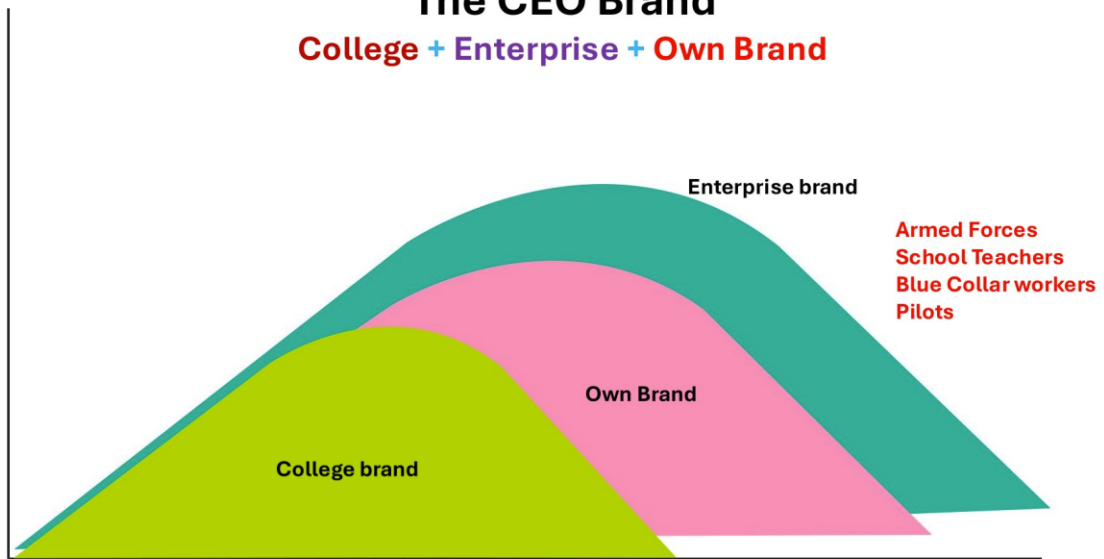
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09 September 2024



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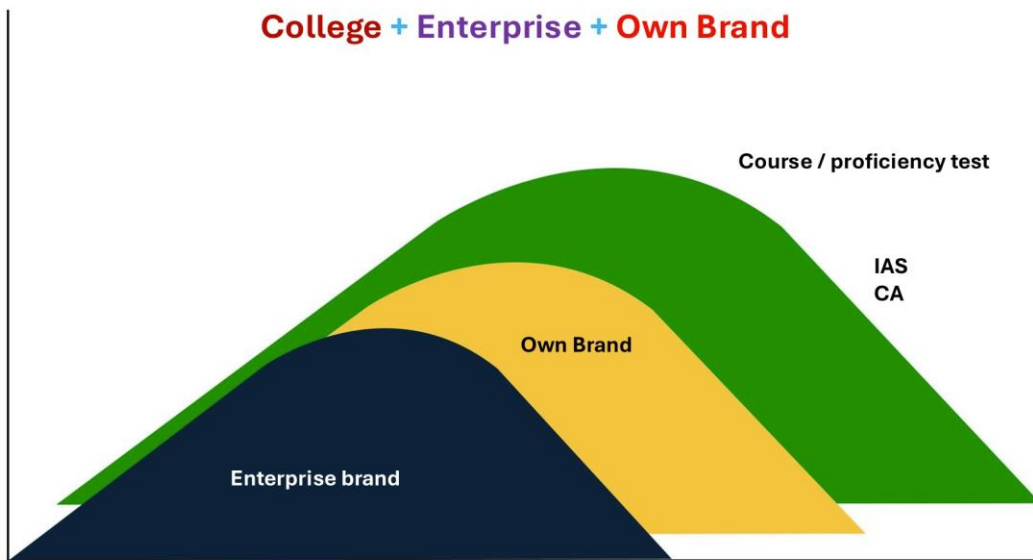
College + Enterprise + Own Brand



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