



PERSONAL BRANDING

COMUNICARE E COMUNICARTI
ALLE TUE CONDIZIONI

CB

Claudia Barberis



REPUTAZIONE
REPUTAZIONE



Fare personal branding
non significa:

- Indossare una
maschera
- Fingerti chi non sei

Ma scegliere
strategicamente quali lati
di te mostrare per primi.





ALLE TUE
CONDIZIONI



INFLUENZA
INFLUENZA



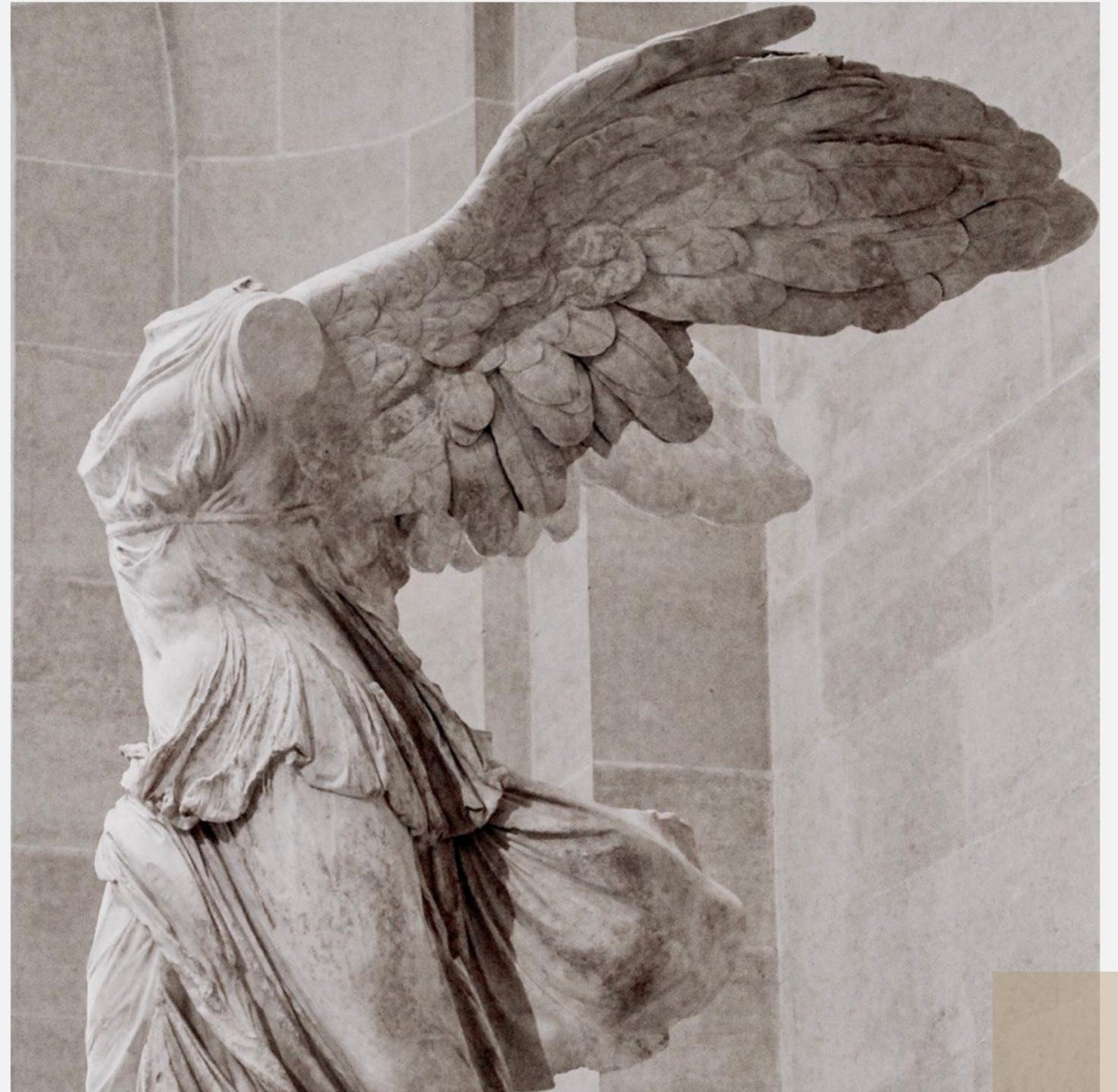
STAND OUT/ FIT IN =

SODDISFAZIONE

- **CONTATTI**

- **AUTOREVOLEZZA**

- **CARRIERA**



- **IMMAGINE
PERSONALE**

- **ONLINE BRAND**

- **OFFLINE BRAND**



ESERCIZIO ESERCIZIO

- Descriviti in 3 aggettivi
- In cosa credi
- In cosa sei molto brav*

GOOGLE
CV

A silhouette of a person jumping with arms raised, set against a sunset background with a dark horizon line. The person is positioned centrally, with their body extending from the top of the text area down towards the bottom of the frame.

DESIDERI

VALORIZZARTI

VENDERE

LEADERSHIP

NETWORK

ATTRAZIONE TALENTI

FIDUCIA
FIDUCIA





PROATTIVITÀ



FORTUNA





ESEMPI
DI SUCCESSO

NERIO ALESSANDRI

IMPREDITORE (TECHNOGYM)

- Self made man
- Riferimento istituzionale di settore
- Differenziazione: DESIGN
- Wellness company 360°
- Collabs con sportivi ed influencer



NERIO ALESSANDRI

CRISTINA FOGAZZI

IMPREDITRICE (VERALAB)

- TOV unico
- Collaborazioni vincenti
- Molto attiva sui social
- Community molto unita
- Coerenza visiva



CRISTINA FOGAZZI



PURPOSE +
PERFORMANCE +
PERCEZIONE
= SUCCESSO

METTIAMOCI
ALL'OPERA





TEMI DATA TRATTARE

PARTI DA QUI:

1. Documenta le cose che fai di frequente in una giornata normale di lavoro
2. Come emergono i tuoi tratti distintivi in queste mansioni.
3. Cosa interessa al tuo pubblico di riferimento.



A photograph of a museum gallery. In the center, a mannequin with a bald head is positioned behind a dark, framed artwork. To the right, a woman with dark hair is seen from behind, looking at the artwork. The gallery walls are white with several empty rectangular frames. A horizontal beige band is overlaid across the middle of the image, containing the text.

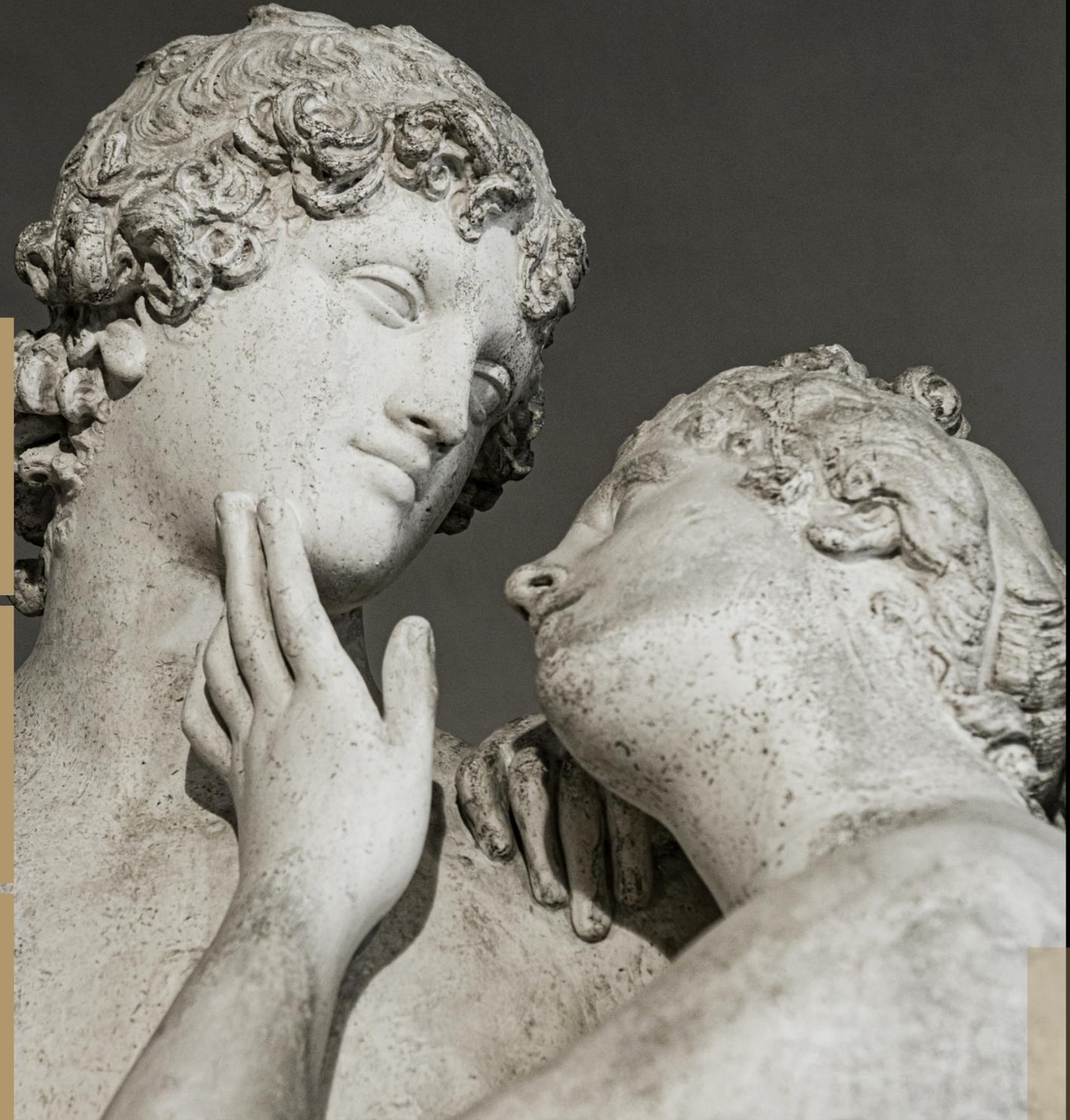
CONOSCITI TUO PUBBLICO

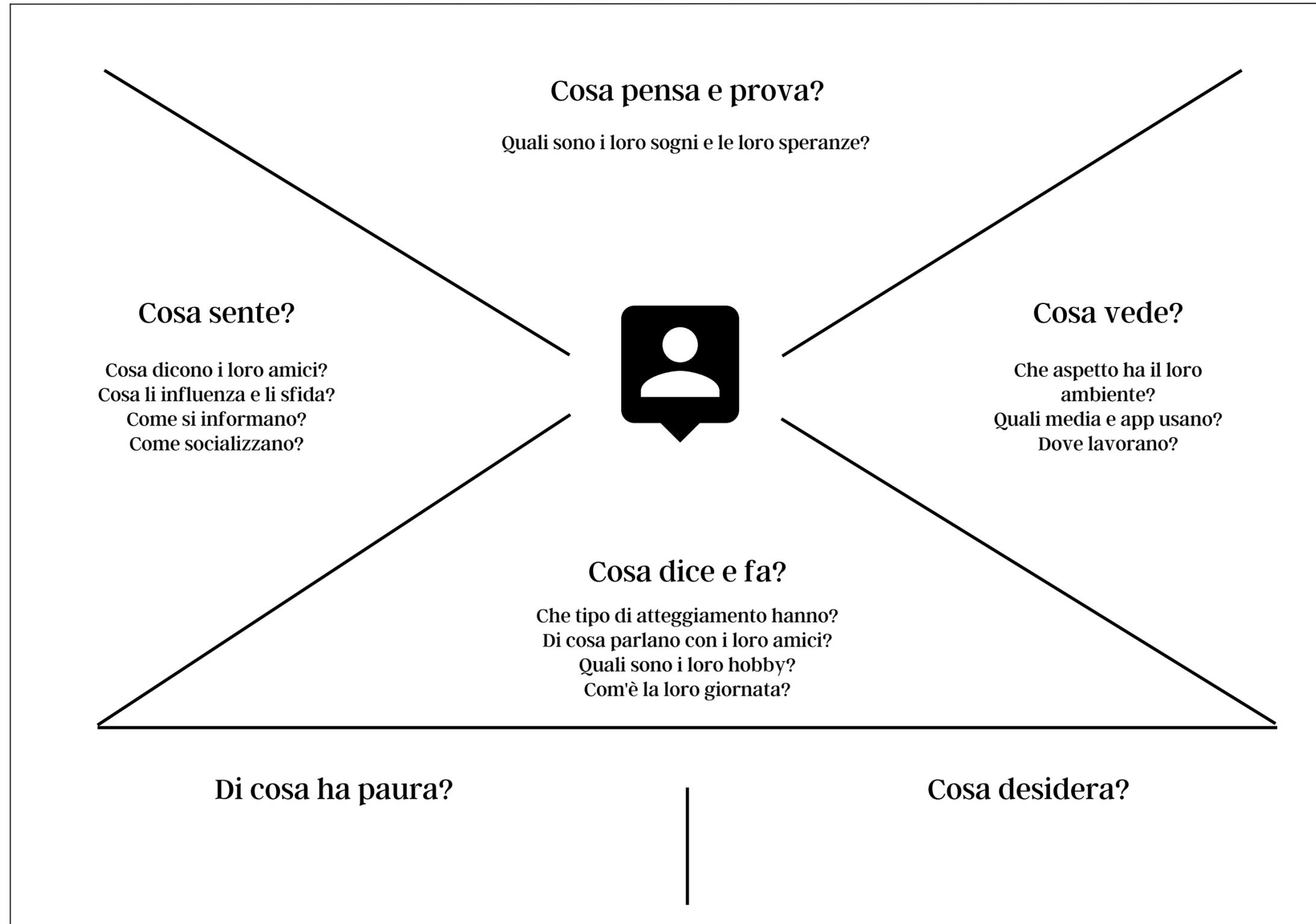
CLIENTE IDEALE

1. Come lo attraggo?

2. Come lo rendo tale?

3. Come lo lego a me?





A hand holding a glowing lightbulb against a gradient background. The background transitions from a light teal at the top to a soft pink at the bottom. The hand is positioned in the lower right, holding the base of a glowing lightbulb. The lightbulb is the central focus, with its filament visible and emitting a warm glow. The text 'MISSION + VISION' is overlaid on the image, centered horizontally. 'MISSION' is in a large, black, serif font, and '+ VISION' is in a smaller, yellow, serif font.

MISSION
+ VISION

Claudia Barberis



FUNZIONA PER TE SE È UTILE A LORO

PARLA PER FARTI CAPIRE



A person with long hair, wearing a white t-shirt and shorts, stands on a beach looking out at the ocean during sunset. The person's shadow is cast on the sand in the foreground. The background shows the calm sea meeting a bright, hazy sky at the horizon.

CHIARO
COERENTE
COSTANTE

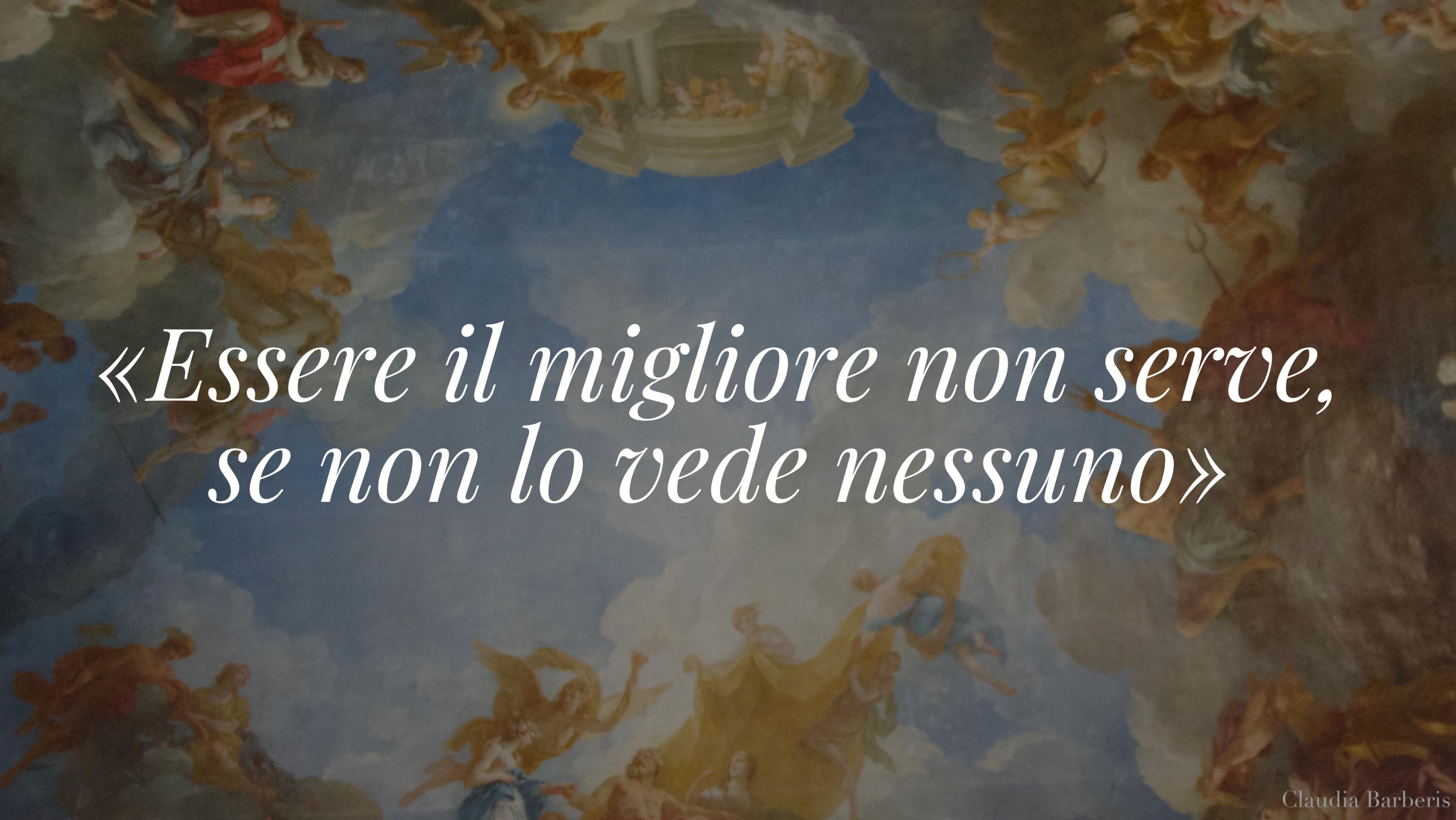
A young child with long blonde hair is shown from the back, aiming a bow at a target. The target is a circular board with concentric rings of blue, red, and yellow. In the foreground, a red bucket hat is placed on a surface. The scene is set in a room with wooden walls and a window in the background.

PARTI DALL'OBBIETTIVO

PARTI DALL'OBBIETTIVO



IL TUO
PERSONAL
BRAND



*«Essere il migliore non serve,
se non lo vede nessuno»*