

The main differences between Reputation and Personal brand

Reputation

Everyone has a reputation

Reputation is composed by the first impressions you make, the relationships you form with managers and peers, and how you communicate.

Reputation is how others see you

Personal brand

Not everyone has a personal brand

Your personal brand is composed by aligning your intentions with actions. That is, changing your decisions and behaviors to influence how others see you and to help them connect both emotionally and intellectually to the image you hope to portray.

Your personal brand is how you want others to see you.



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