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PERSONAL BRANDING IMPACTS ON BUSINESS DEVELOPMENT REPORT



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BELONGS TO NAVIGOSGROUP VIETNAM

HIGH-LEVEL
EMPLOYEES' PERSPECTIVES

A vibrant nighttime cityscape with numerous illuminated skyscrapers and buildings, creating a dense urban environment. The lights from the buildings and streets reflect on the water in the foreground.

TABLE OF CONTENTS

PREFACE

GENERAL INFORMATION

PART 1 - PERSONAL BRANDING:
POSITIVE IMPACTS AND CONCERNS

PART 2 - CHALLENGES IN BUILDING
PERSONAL BRANDS

PART 3 - PERSONAL BRANDS AND
CAREER PROSPECTS

PART 4 - SUGGESTIONS

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General Information

Technology and the "flat world" have made it possible for the "personal brand" to rise globally, and are recognized as some of the most effective means to promote a business or even government brand. The personal brands of leading experts and business leaders have a clear impact on the human resource strategies adopted by businesses to attract new talents.

Understanding the importance of the personal brand influences the development of a business, and how the business responds to individual brands (especially among leaders of an organization) are the aspects this survey wants to explore.

The report was conducted by surveying senior-level candidates from PRIMUS, a Navigos Group product and online career platform for high-level candidates with an average salary of \$2,000 and above currently holding managerial positions at organizations operating in Vietnam.

We are pleased to publish this insightful report for our readers!

Chairman & CEO Navigos Group Vietnam JSC
Gaku Echizenya

Preface

This survey was conducted in May 2019. The survey received responses from 134 senior-level candidates in the PRIMUS database.

Industry

Manufacturing	22%
FMCG & Retail	22%
ICT	17%
Banking and Finance	12%
Human Resources and Administration	10%

Years of Experience

Under 10 years	9%
10-20 years	25%
20-30 years	17%
Over 30 years	10%

Position

CEO and CXO	10%
Head and Vice Head	39%
Manager and Senior Manager	28%

Salary Range

From \$2,000 - 3,000	40%
From \$3,000 - 4,000	25%
From \$4,000 - 5,000	13%
From \$5,000 - 7,000	10%
From \$7,000 - 10,000	5%

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PERSONAL BRANDING

POSITIVE IMPACTS & CONCERNS

92% of high-level candidates showed they understood personal branding; 50% said this definition was associated with individuals in the fields of entertainment or society.

When asked about their understanding of a "personal brand", 92% of respondents said they understood the concept at different levels. Of which 45% rated themselves "very good", 26% rated "good", and 21% said their understanding of the definition was "acceptable". However, 50% said that personal branding only benefited people working in entertainment or social areas. Only 47% of respondents said the definition of a "personal brand" referred to those working as spokespeople for an organization or leading experts.

When it comes to personal branding, what is the first thing that comes to mind?

Leading experts in any field	36%
People who specialize in producing own blogs/websites	22%
Award winners	13%
A spokesperson for an organization	11%
People who often appear in the media	9%
Celebrities in the field of entertainment	5%
Others	3%
Scandalous people	1%

Personal branding will become more and more important

Although nearly half of respondents defined "personal branding" as something referring to those who represent a profession or an organization, 98% rated "personal brand management" as playing an important role (at different levels) in personal and organizational success. 86% of mid-level candidates and senior managers participating in the survey said that, according to their observations, the personal brand was playing an increasingly important role compared to 5 years ago.

The importance of "personal brand" and "personal brand management" to the success of a business and career?

58%	Very important
22%	Extremely important
18%	Somewhat important
1%	Not so important
1%	Not at all important

According to the survey, there were two different views of the importance of the "personal brand" One stated that the "personal brand" offered many values to businesses, and the other said the "personal brand" helped further personal careers:



Personal brand for
organizational success

These respondents thought the "personal brand" helped build credibility and asserted their value in the market, which in turn brought trust to their business's partners and customers, as well as new business opportunities



Personal brand for
individual careers

The second opinion was directed at personal interests. These candidates said that proactive personal branding in the digital age helped them stand out from the crowd, making it easier to be promoted or access better job opportunities

Personal brand recognized to contribute value to organizations through various activities

73% of respondents said their company recognized the value a strong personal brand brought to the organization.

By recognizing this value, 93% said they had been asked to engage in various activities to promote the role of the "personal brand" and bring more benefits to their businesses.

Of these, 36% said their company would develop these individuals to become spokespersons for the areas of expertise they were in charge of; 32% said their company would encourage them to use social networks to build their brands, thereby contributing to corporate employer branding; 25% indicated the organization would invite them to join internal training programs as trainers on the topic of "personal branding"

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Company develop these individuals to become:



32%
Inspirers



25%
Trainers



36%
Spokepersons

"Personal brand" can lead to corporate brand awareness

When asked why businesses recognized their employees' personal brand, there were two main reasons given: 55% said employee brand could represent business brand value, while 41% said that through an individual brand, the organization could become known (regardless of whether or not the individual brand represented the organization's brand value).

"Personal brand" has a positive impact on business, recruitment, corporate culture

In the opinion of senior-level candidates, the most positive effects that an individual brand brought to the activities of an organization included:

Company and products/services known to customers/ public	27%
Build a culture that values the "personal brand" in the organization for all levels of employees	26%
Increase employee engagement with the organization	26%
Promote the employer brand through the personal brand	21%

Potential risks due to negative effects from the "personal brand" make businesses more skeptical

There are still some enterprises that do not recognize individual brand values because there are still potential risks and negative impacts, accounting for 15% of respondents' opinions.

The negative effects of employees' personal brands on business activities	
Inappropriate personal branding will affect business reputation	31%
Employees only focus on building their image and lose concentration on work	25%
Individuals abuse "personal brand" to influence leaders to benefit individuals in the organization	23%
Identify a one-way (or good or bad) public view of the organization only through the employees' brand	19%

Level C is the position to build a good personal brand to benefit the organization

According to 49% of senior-level candidates participating in the survey, Level C (CEO, COO, CIO, CPO, CMO,...) was the most important position in the organization that needed to have good personal brands to bring more value to the organization.
13% of respondents said that a good brand from middle management was also needed in an organization's branding.



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CHALLENGES IN BUILDING PERSONAL BRANDS

Understanding the importance of personal branding; only 31% have ever attended a specialized training course

97% of respondents said that branding was important at different levels (18% of respondents said personal branding was paramount, 52% of respondents said this was very important and 26% said it was somewhat important).
However, 69% had never participated in a personal branding training course.

High-level candidates invest in a personal brand because they want to receive benefits from a relationship, emotional or material point of view

Senior-level candidates have selected the most important reasons for them to invest in personal branding, including:



To build trust and credibility to enhance awareness, build referrals



To build a network of relationships to promote connections, cooperation, exchange



To be different, stand out from the crowd



To create wealth, directly or indirectly



To create a fuller and happier life

"Defining purpose" is the most important factor when building a personal brand

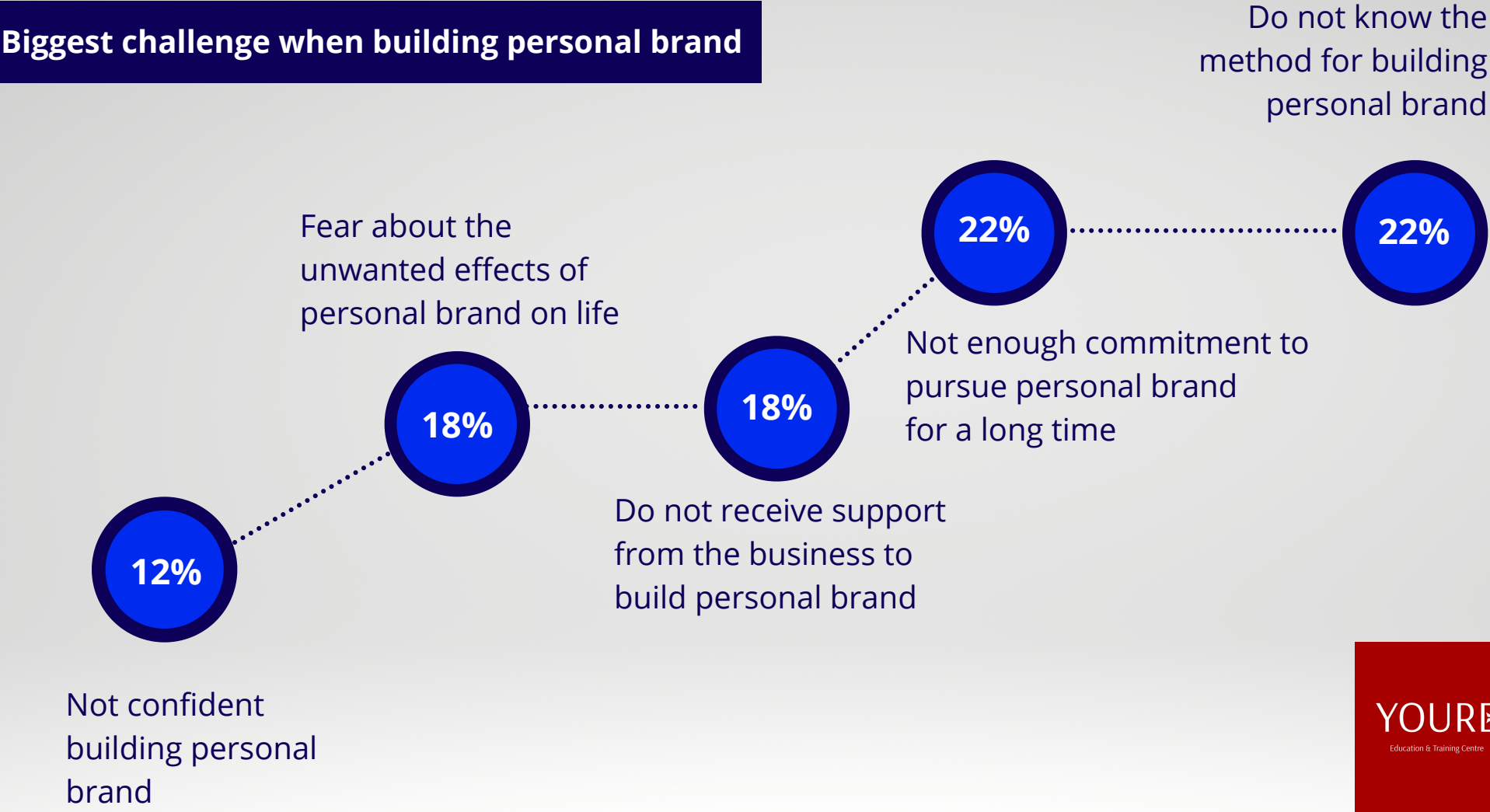
According to senior-level candidates, the top 5 most important factors when building an individual brand were: clearly defining the goals of personal branding; network of relationships; influence of personal brand on the community; reputation of the individual in supporting the branding; commitment and persistence in the branding efforts of individuals.

The key success factors of a great personal brand

Purpose - noble/higher-order vision/values behind the personal brand	19%
Network - wide/deep/multi-channel presence and connections	18%
Credibility - substance/track record to support personal brand	12%
Affinity - likable/trustworthy/positive image and perception	12%
Commitment - persistence/stick-to-it-ness in personal brand efforts	9%
Authenticity - genuineness/transparency of personal brand	7%
Clarity - coherent/understandable personal brand promise	7%
Content - interesting/provocative/widely shared media	6%
Distinctive - memorable/differentiated personal brand	6%
Appearance - style/tone/first impressions support personal brand	4%

Obstacles when building personal brand are due to "lack of direction".

When asked about personal branding obstacles, the causes were all indicative and related to a lack of direction.



Potential abusive behavior leads to negative impression to personal branding

When asked for their views on the negative aspects of personal branding, the top 3 most voted factors were related to abusive behavior. The views were fake or unrealistic notions of the individual brand; individuals spending too much time building their image instead of focusing on things that made more sense for the organization or community; unethical and exaggerated acts aimed at self-promotion

The negative aspects of personal branding

19%	Lacking authenticity/fakery
19%	Too much time spent on themselves vs. bigger purpose
18%	Unethical behavior, over self-promotion - (e.g. spamming/backstabbing)
14%	Wrong tone - (e.g. too serious/too casual)
12%	Out of sync with employer/partner brand(s)
8%	Valueless - not enhancing follower/fans' lives
8%	Absorbed - solely in it for themselves

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PERSONAL BRAND & CAREER PROSPECTS

High-level candidates will continue to invest in personal branding

Up to 87% of senior-level candidates planned to continue investing in personal branding over the next 5 years, of which 58% would invest strongly, 29% would continue to invest more and 10% would continue their current investment. Only 1% of candidates said they would invest less and 1% would not invest in this.

Level of investment in personal branding of high-level candidates

Strongly invest	58%
Continue to invest more	29%
Continue the current investment	10%
Lessly invest	1%
Not invest in personal branding	1%

Personal branding has a positive impact on the personal career and business brand

Assessing the impact of a personal brand on their careers, more than half of respondents (54%) said their brands were currently very good and had helped them achieve success in their careers. 28% of respondents said their brand was not strong and attractive enough to help them become more successful. 10% say they did not have a personal brand and that was normal because personal brands did not affect their professional development.

Regarding the impact of personal branding on an organization, 77% of high-level candidates said their brand offers many benefits to their organizations

Personal branding's impact on personal career and business brand

54% Their brands were currently very good and had helped them achieve success in their careers

28% Their brand was not strong and attractive enough to help them become more successful

10% They did not have a personal brand and that was normal because personal brands did not affect their professional development



The digital age and "flat world" are driving a stronger need for personal branding

When asked about the factors that would likely lead to an increase in the future of "personal branding", the factors raised were all under the influence of the digital age and the "flat world".



Younger Generation

The younger generation was creating a more open and connected culture in the digital community (Gen Y and Gen Z are the generations who were born and grew up with technology and digitization)



Freelancer

The rise of a freelance generation that will be supported by personal branding (internet, technology has opened up job opportunities, as well as the flexibility in time and space leading to an increasing trend to working as a freelancer)



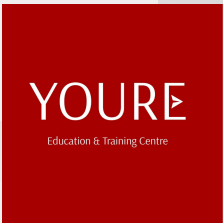
Technology

Advanced technology with unlimited connections (making it possible for users to build their brand in terms of depth and width easily)



Globalization

Increasing globalization (no barriers between language, cultural perspectives, social values, etc. offers the opportunity to freely increase the personal brand identity)

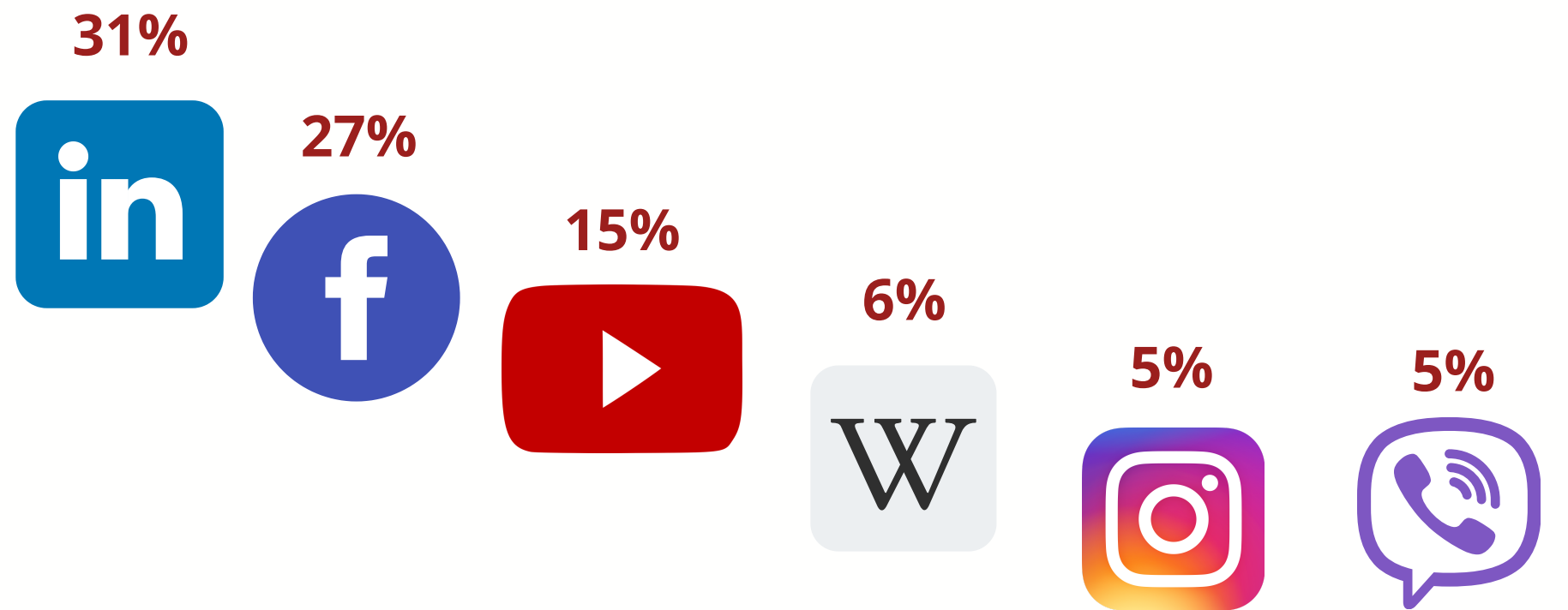


The forces that will drive the rise of "personal branding"

Younger generations driving more open, social culture	16%
Rise of freelancing/free agent jobs helped by personal brand reputation	15%
Globalization	15%
Technological development	15%
Financial benefits from personal branding	13%
Entrepreneurship as a career focus	13%
Organizational acceptance of strong personal brands	13%

When asked about the best way to build a personal brand, the opinion was that it was best to take advantage of the opportunity to appear (both directly and online). The top 3 views were: leveraging social networks; speakers/presentation opportunities; appearing at networking events.

For social networks, LinkedIn, a website for professional networkers, was the first choice for senior Vietnamese candidates to build a personal brand with 31% of respondents.



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SUGGESTION

Personal brands in an organization are always evaluated to bring tangible value and will have a great impact on the success of a business if they are used properly. That value is expressed through professional competence, personal reputation, contributions in the field, and positive changes to society.

High-level employees, especially the CEO, Deputy General Director, and other senior positions, need to be equipped with the knowledge to build a personal brand, thereby bringing benefits to their organizations. Here are some suggestions:

For Business



Accept the increasing role of the personal brand. Facilitate personnel to build their brands to contribute to their organization's brand



Provide training courses (internal or outsourced) for senior managers, especially the CEO, to help them understand the role of the personal brand and know how to build and protect their brand and the interaction between personal brand and the business brand

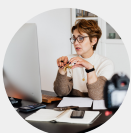


Effective use of social media in employer branding through personal branding



Flexibility in the policy of using talents, such as cooperating with reputable freelance candidates to promote the brand

For Senior-level candidates



Taking courses offered by the institution or taking an outside course on personal branding



Understanding and choosing the goals of personal branding must be associated with or separate from the organization. Regardless of goal selection, senior candidates need to be responsible for their brand and organizational brand



Select the most appropriate channel to build an individual brand to support the organization's own



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Thank you!