



thenetworkone Leadership Seminars: Personal Branding: An Effective Growth Strategy



Seminar 1: Defining your personal story

With Anjali Sharma, Managing Director, Singapore

For all agency staff

Monday 10th May, 13:00 UK

Session Overview

You've heard the saying "People do business with people they know, like, and trust." You could say they do business with agencies they know, like, and trust, but tell me honestly—how much does anyone really "like" an agency?

When we look at successful companies like, Nike, Apple, Tesla, we notice how those brands have relied heavily on personal storytelling. Nike uses the personal narratives of its sponsored athletes, Apple is still synonymous with Steve Jobs and when we think Tesla, we think Elon Musk.

People would rather do business with a person they like than a faceless agency. An agency leader's personal story is like a DNA strand, it can reveal the entire fabric of their character. In this information-filled, digitally accelerated working environment, a personal story is a great way to build trust, create connection and spark an action.

In this session you will learn practical ways to recognise what you stand for – and craft a 'personal narrative' to express that, authentically and convincingly

About Anjali

Anjali is the founder at Narrative: The Business of Stories. A story practice focused on the strategic application of stories to solve today's organisational transformation challenges. Anjali is one of the most sought-after keynote speakers trusted by global brands to find, curate and tell the organisational transformation story.

Anjali's career started at the age of nineteen, when she was recruited to work for Hyatt Hotels and Resorts in India but within a year she left India to fly for the world's best airline, Singapore Airlines. Working for an airline was a masterclass for her in understanding world views and diverse stories.

After working for the airline, Anjali transitioned into the corporate world and held senior corporate roles for more than a decade in Australia, Singapore, and India where she gained extensive experience, knowledge, and understanding of the strategic issues companies face as well as the issues faced by employees. With this knowledge, experience, understanding and unabating passion for storytelling, in 2012, Anjali founded Narrative: The Business of Stories. Anjali partners with companies like Facebook, ByteDance, LinkedIn, Airbnb, Microsoft, Shell, SAP, Cisco, TEDx & Danone.

She currently lives in Singapore with her husband, thirteen-year-old daughter and two rescued dogs. Anjali loves running (so much, that she is often runs as a pacer for marathons in Singapore), reading and writing. She is currently writing a book titled *Storied: Drive Your Corporate Success today* which is due to publish late 2021.