

Your Entrepreneur Identity

Kadeza Begum

4th November 2024

Enterprising
Futures at LSBU



South Bank

WORKS



Your Entrepreneur ID

Masterclass with Kadeza Begum

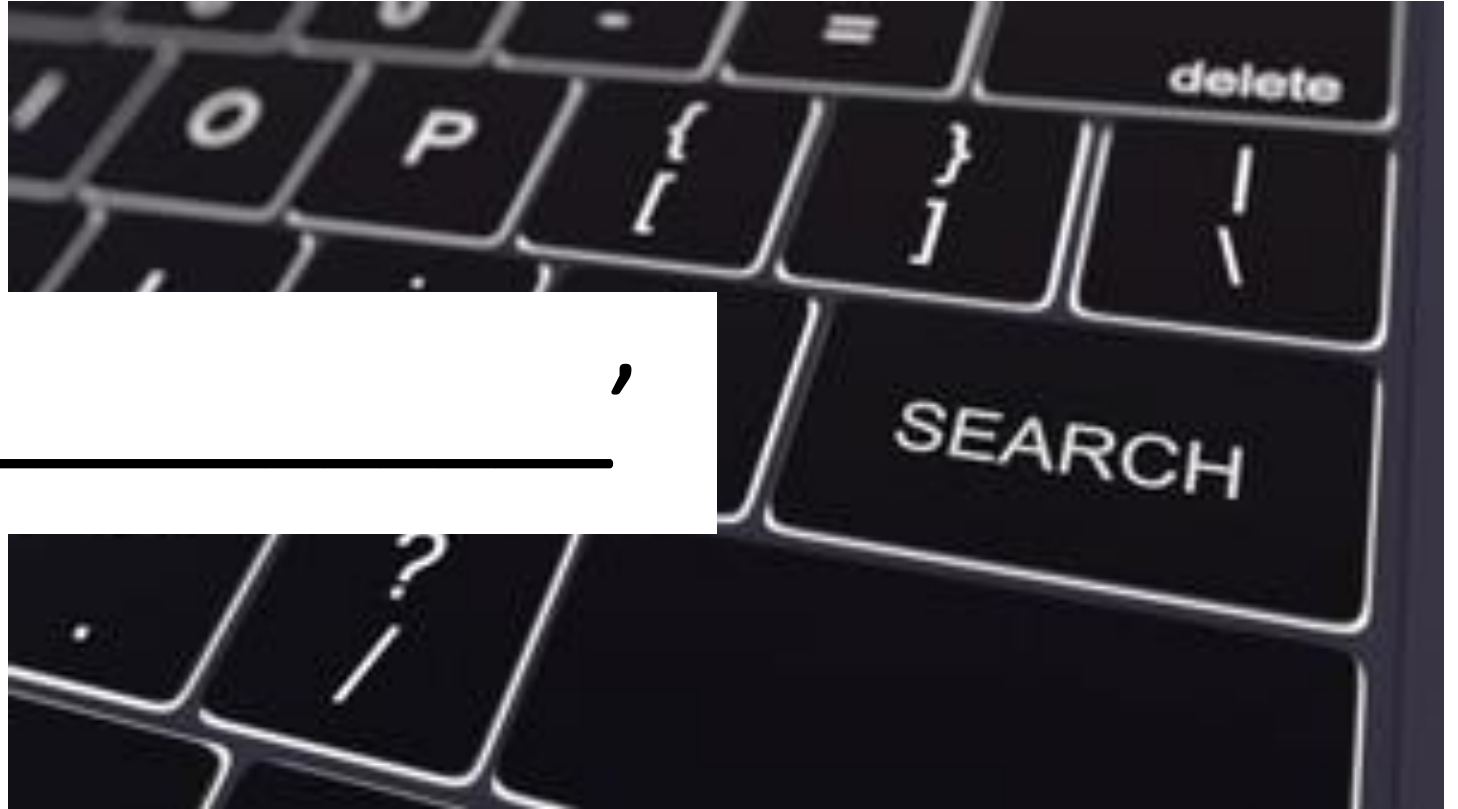


Google

Google Search

I'm Feeling Lucky

Your name + ' _____ '







Films

Assault

Latest drama



Breakdown

Tour dates

Family



Music

Bullying



Policies

Racism



Wife

Hair

Football

Affair

Mental Health



Modelling

Make up line

Cheating

Kids

Stylist



Holidays

Tax use

History

Business

Divorce

Net worth



Donald J. Trump 

@realDonaldTrump

51 Following 88.7M Followers

Account suspended

Twitter suspends accounts that violate the [Twitter Rules](#).



Donald J. Trump ✓
@realDonaldTrump
51 Following 88.7M Followers

Account suspended
Twitter suspends accounts that violate the [Twitter Rules](#).

Use Social Media responsibly!







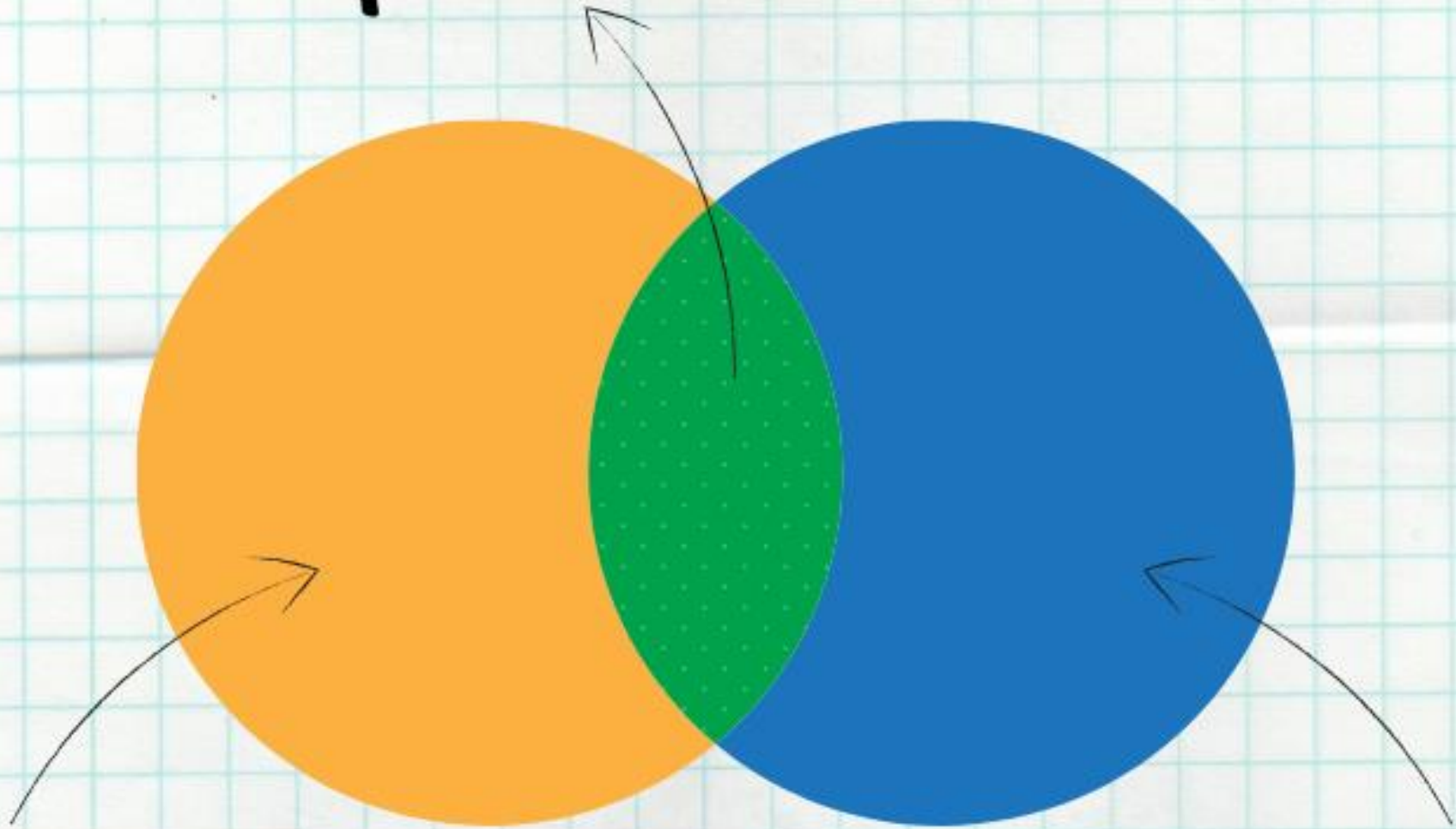


CANCEL
CULTURE



THE ONLINE PHENOMENON

personal brand



how you see yourself

how others see you





Bad first impressions

- hard to change opinion
- internet is not the easiest place to clean up your mess
- already starting off on a negative

Disqualifies you from opportunities.

Lose potential business



Good first impressions



- Sets all other information that follows on a good note
- instils confidence in person
- Makes you candidate / brand of choice

Puts YOU in a position of control

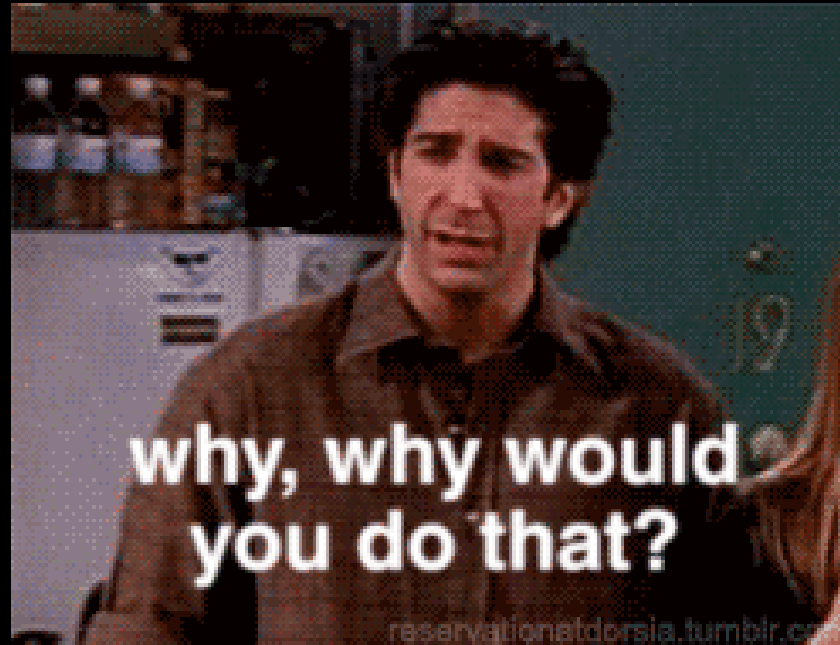


HOW YOU LOOK + HOW
YOU SPEAK + HOW YOU
ACT = YOUR PERSONAL
BRAND.

Family



Friends



Work

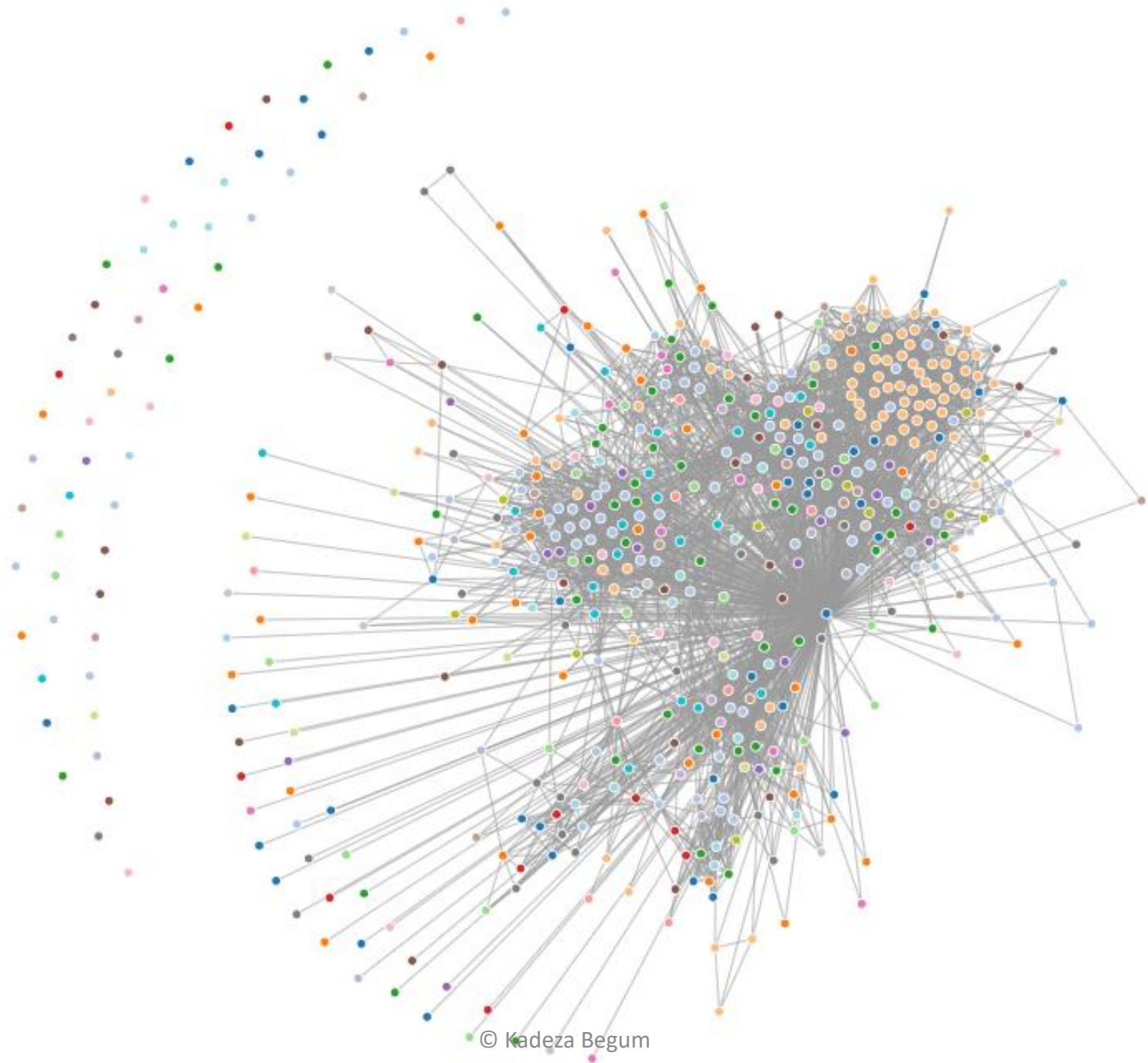


Things to communicate through your PB



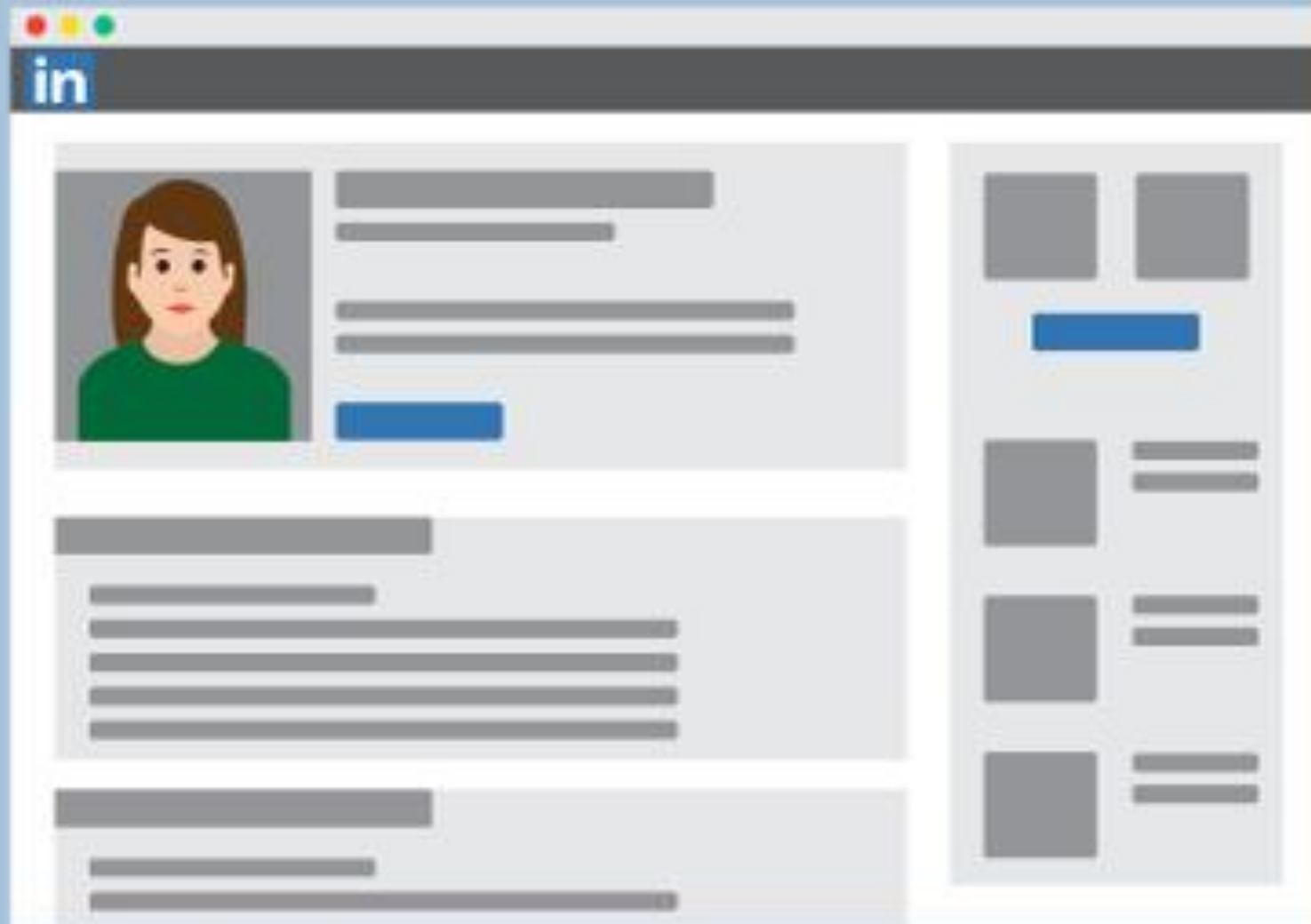




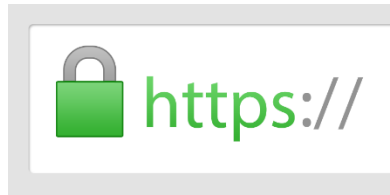




Profile overview



Becoming visible – owning your brand



- You.com
- Your Facebook profile
- Any other web presence
 - Online portfolios
 - Mini-sites
 - Other communities



- Use your headline effectively – be clear why you're there
- Get active- create or engage with content
- Become credible



Antoine Allen (He/Him) • Following

Presenter & TV reporter at ITV news

1w •

Good Evening I'm Antoine Allen, here's the last news on...

Which is your favourite story? Making this I realised I wear my burgundy suit to work often lol.

This is my new presenting and live reporting/interview showreel. It features:

- presenting for ITV News on news, entertainment and sport.
- speaking about my exclusive report, on Good Morning Britain
- and live reports and interviews

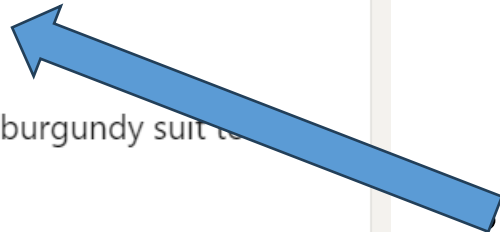
I've covered a range of stories as presenter and reporter- but I've kept this showreel to just live presenting and reporting. I have separate showreels for general presenting, documentaries and general reporting and sports.

Here's my documentary showreel(which need updating already)

https://lnkd.in/exxg_2Y

Please like and share- message me if you want more details or chat.

[#Documentary](#) [#News](#) [#Presenting](#) [#goals](#) [#newsreader](#) [#reporter](#) [#journalist](#)



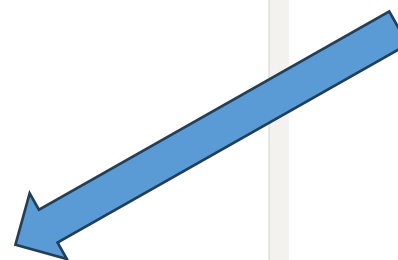
Already established in field



Uses up to date examples and skills on show



Highlights other interests



Clear call to action



Profile review!

What happens next?

Connecting





UCL Student

Bedford, England, United Kingdom · [Contact info](#)

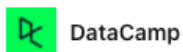


UCL Institute of Education



Joyce Chiu

Content Marketing Manager at DataCamp



Todd Dewett, PhD · 2nd

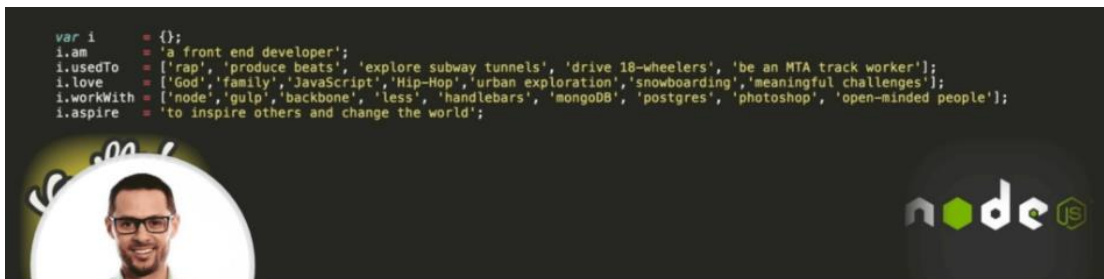
Live & Virtual Keynote Speaker around the Globe, Best-selling Author, top LinkedIn Learning author, Leadership and Authenticity Guru, 4xTEDx speaker

Talks about #growth, #careers, #success, #leadership, and #motivation
Houston, Texas, United States - [Contact info](#)

48,331 followers · 500+ connections

TVA Inc.

Texas A&M University



Aaron Cordova · 1st

Senior Front End Engineer at Facebook

Staten Island, New York

Facebook

General Assembly

See contact info



Liz J. Simpson (She/Her) · 2nd

Helping Women Entrepreneurs Land Corporate Clients | Empowering Professionals with Personal Branding, LinkedIn, Thought-Leadership Marketing & Modern Sales Strategies | LinkedIn Top 15 Sales Influencer | Speaker

Talks about #sales, #linkedin, #consulting, #personalbrand, and #womenentrepreneurs

 Stimulyst

 Purdue University



Andrew Craig ✓ · 2nd

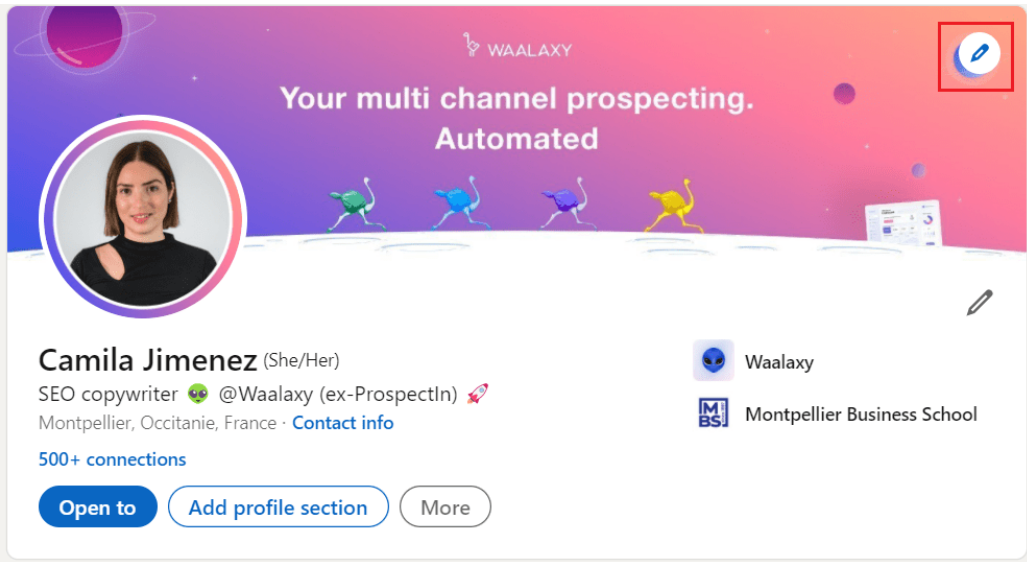
SEO Team Lead at Siege Media

San Diego, California, United States · [Contact info](#)

500+ connections

 Siege Media

 San Diego State University



Camila Jimenez (She/Her)


SEO copywriter 🌱 @Waalaxy (ex-ProspectIn) 🚀
Montpellier, Occitanie, France · [Contact info](#)

500+ connections

Open to

Add profile section

More

 Waalaxy

 Montpellier Business School

What's your purpose?



I help X achieve Y



WEAKNESSES



THREATS

STRENGTHS



OPPORTUNITIES





Feedback please!



"OK, yes, you're a cow. But you're also a dairy consultant, an expert on calcium, and a hay connoisseur to boot!"



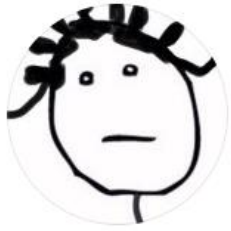
What is your superpower?

What is your origin story?

Questions for you:



- What is **one thing** you want people to **know** about you?
- What is **one worry** you have around your current professional image?
- Write down **5 keywords** or phrases you would like people to use when describing you
- **One new habit** you need to create to improve any of the above



badgalriri

Follow

Message



4,898 posts 152M followers 1,628 following

badgalriri

[rihanna.lnk.to/savagex](https://www.rihanna.lnk.to/savagex) + 4

Followed by ahmedeldin, yakamoz_ayse, belalkh + 10 more



POSTS

REELS

TAGGED



fentybeauty

Follow

Message



10,277 posts 12.7M followers 385 following

FENTY BEAUTY BY RIHANNA

[fentybeauty](https://www.fentybeauty.com)

Shop online & worldwide at Sephora, Ulta, Harvey Nichols, Boots & select Asia duty free shops

Tag us #FENTYBEAUTY

SHOP CYBER WEEK

[fentybeauty.info/CyberWeek-23](https://www.fentybeauty.info/CyberWeek-23) + 3

Followed by fictionallyflawless, wanieymua_, nemahsis + 2 more



PARFUM



FENTY SKIN



HOLLA'FAME D



SHADOWSTIX



SHADE MATC...



EAZE DROP S...



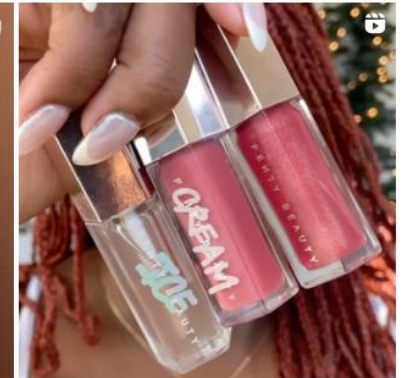
ROBLOX

POSTS

REELS

GUIDES

TAGGED





cristiano

Follow

Message



3,586 posts

613M followers

576 following

Cristiano Ronaldo

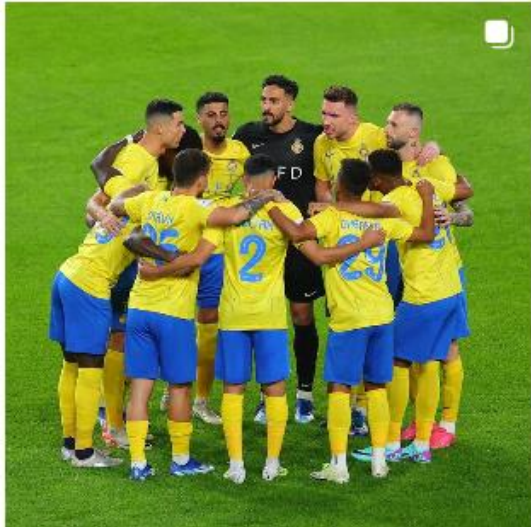
Join my NFT journey on @Binance. Click the link
ter.li/CR7ForeverZone

Followed by ahmed.masood2, belalkh, mirna_elhelt...

POSTS

REELS

TAGS



cr7cristianoronaldo

Follow

Message



998 posts

9M followers

11 following

CR7

by @cristiano

"I don't take myself too serious but I take what I do very seriously"

www.cristianoronaldo.com



FRAGRANCES



FASHION



EYEWEAR



EYEWEAR FIL...



KIDS

POSTS

REELS

GUIDES

TAGGED



Create a personalised learning plan



My Library

My Goals

Career goals



Get custom skill and course recommendations based on your goals.

Get started

Set a weekly goal



We'll help you track your progress and remind you to keep learning

Set a weekly goal

Skills followed (17)

Manage

We'll use these skills to personalize the learning recommendations on your homepage, notifications and emails.

Personal Development

Leadership

Career Development

Entrepreneurship

User Experience Design (UED)

Digital Marketing

Social Media Marketing

Project Management

Marketing

Personal Finance

Diversity & Inclusion

Sales

Training and Development (HR)

Finance

Corporate Finance

Accounting


Design Thinking


AI-Powered Coaching

Hi Kadeza, you can ask me questions on how to navigate workplace challenges, and I'll offer you advice and feedback from the LinkedIn Learning library. I can also help you find courses, videos, and Learning Paths to develop any professional skill.

Our conversations will not be shared with your company.

My responses will be personalized to your profile:

 **Current role:** [Connect LinkedIn Profile](#) **Career goal:** [Set a career goal](#)

Skills following: Personal Development, Leadership and 15 other skills 

Ask a question









- Technology
- Creative
- Loughborough University
- My Learning
- My Library
- My Goals
- Hands-On Practice
- Certifications**
- Office Hours
- Settings
- Help

Certifications

Earn a professional certificate from top brands on LinkedIn Learning or prepare for off-platform certifications and CEUs with prep courses and assessment options available for over 175 different credentials.







Professional Certificates

Show All

 Microsoft	 GitHub	 Aha!
 ServiceNow	 Zendesk	 LinkedIn Learning

Certification Preparation

Show All

 CompTIA	 Microsoft	 Atlassian
 ISC2	 Cisco	 Amazon Web Services

Get out THERE



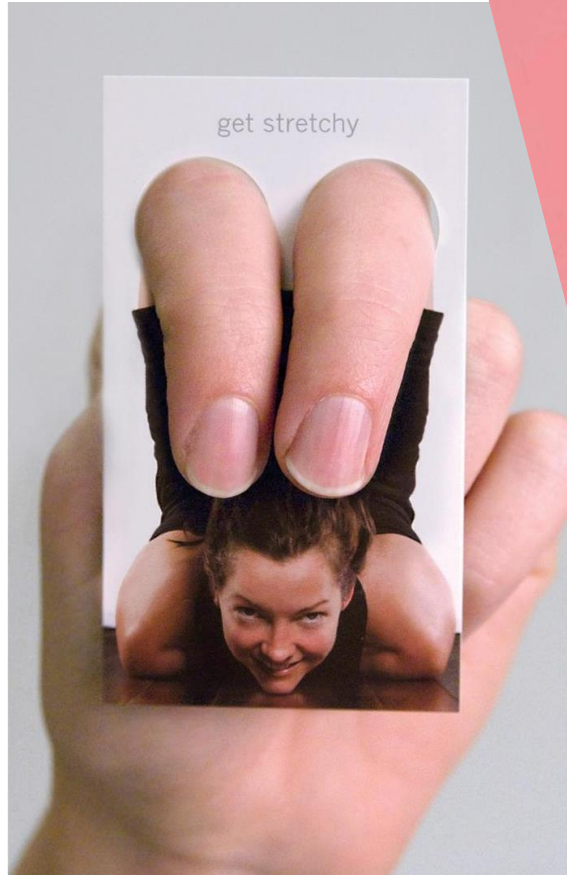
Be REMARKABLE



About 62% of consumers search online for reviews and information before purchasing a product and **90%** believe brand recommendations from friends.



Traditional print Marketing



Digital Marketing



Your website



Social media





HelloFresh Community

Private group · 24.7K members

Join Group



Blogging

WIX

Medium

LinkedIn

tumblr

Blogger

Drupal™

jeekyll 

ghost

Start a movement,
conversation or educate
you audience



Keep on top of trend, current developments in your sector and key influencers



Podcasting

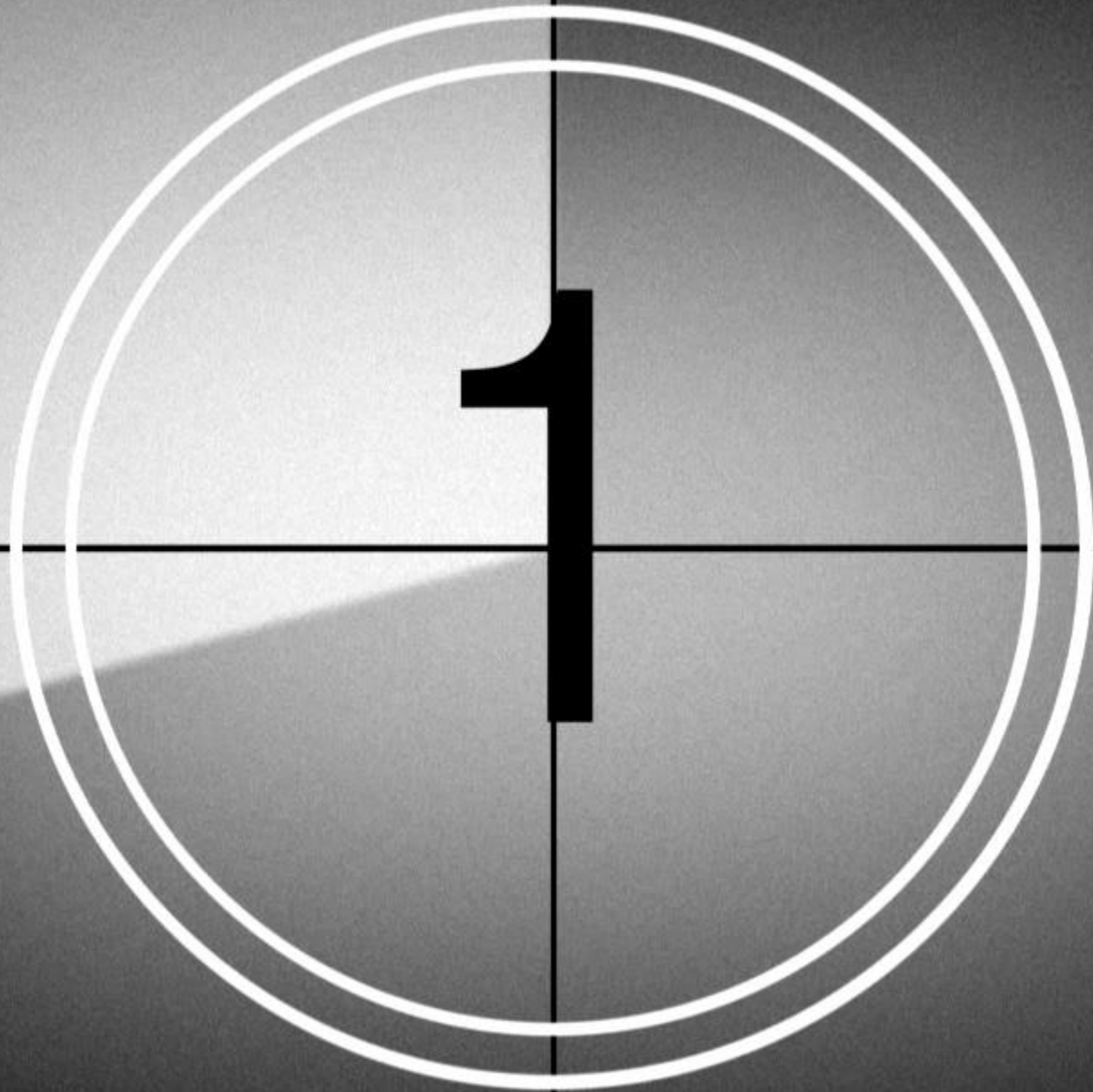


Invite
your
hero





Panel discussions






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#SMWLA June 12-13

 Like  Comment  Share

Trade shows & Exhibitions



Recap and homework

- **Clean up your online presence**
- Be visible and show up!
- Position yourself on the key platform(s)
- Use on and offline strategy
- Stay consistent and active



Your HELP means a lot to us.

Share your FEEDBACK about this session and win one £50 online voucher!

2 prizes of £50 online voucher available

How to participate and win £50?

- Fill out the feedback survey after attending **each Monday Masterclass between October and December 2024.**
- Individuals who attend and **complete the feedback form for ALL Masterclasses** will be entered to win a prize drawing. Two winners will be announced on 17th of December 2024*.



- Scan the QR code
- Or access to survey via the link <https://bit.ly/feedback041124>

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