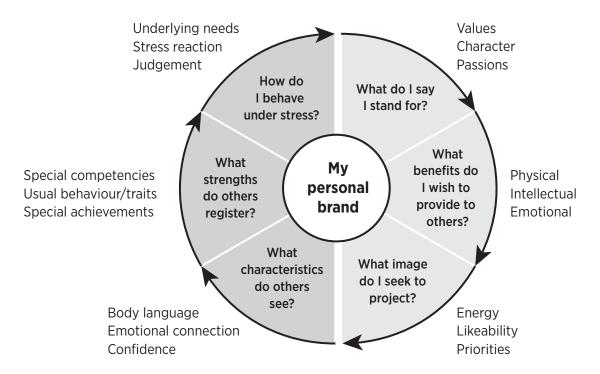
Figure 3.3: Building a consistent personal brand

Factors affecting how others perceive me

How I want to present myself



Internet search LinkedIn Profile