

BEYOND THE PERSONAL BRAND: BUILDING AN UNSHAKEABLE REPUTATION

Maha Abouelenein DIGITAL AND SAVVY

WHAT WE WILL COVER

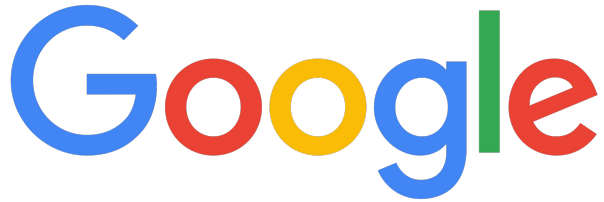
- **The Problem with “Personal Branding”**
- **The Trust Economy**
- **5 Ways to Build an
Unshakeable Reputation**

Maha Abouelenein

CEO, Digital & Savvy



A CAREER IN STORYTELLING



**DID YOU
KNOW?...**

Personal Brands Are Grabbing All The Headlines

07-18-2024 | CAREER EVOLUTION

FASTCOMPANY

Why personal branding can feel uncomfortable. And why you need to do it anyway

It's time to reframe the conversation around personal branding. Here are four of the top myths about personal branding, debunked.

7 Reasons Why CEOs Need to Develop a Personal Brand — and How to Build One.

Here's why crafting a captivating personal brand and origin story is pivotal in today's landscape and how these seven tangible advantages can redefine your success as a business leader.

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Forbes

Why Your Personal Brand Could Be A Winning Strategy For Career Success

Forbes

FORBES > LEADERSHIP > LEADERSHIP STRATEGY

5 Reasons Your Personal Brand Matters More Than Ever

Inc.

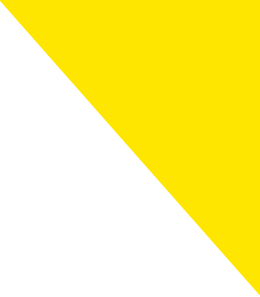
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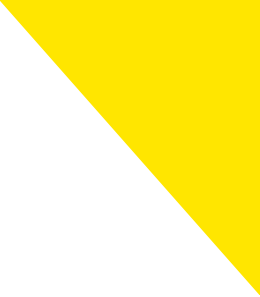


LEAD

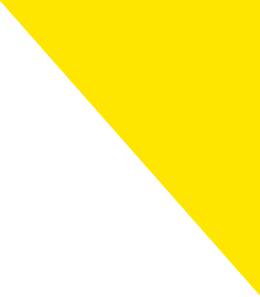
Personal Branding Just Became the Future of Marketing, and It's More Profitable Than You Think This key business driver is already influencing your success, whether you know it or not. 🔗



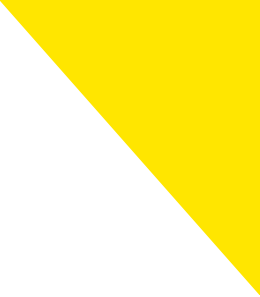
**“74% of a company’s
market value is directly
attributable to its CEO’s
reputation”**



**“84% of consumers
believe a company’s
reputation is influenced by
employee personal
brands”**



**“74% of Americans are
more likely to trust
someone with a strong
personal brand”**



**The global market for
personal branding services
was estimated at \$4.9
billion in 2022.**

**But the Problem With
“Personal Branding”
Is *Everyone Is Getting It Wrong.***

PERSONAL BRAND

=

REPUTATION

**REPUTATION =
TRUST + INFLUENCE**

WE LIVE IN A TRUST ECONOMY

Trust is the foundation of your reputation.

It determines how others perceive your reliability, integrity, and ability to deliver on your promises.



82% of all Americans

agree that “**companies are more influential if their executives have a personal brand they know and follow.**” (Brand Builder Group)



5 Ways to To build an Unshakeable Reputation

#1 Build For The World We Live In: The Trust Economy

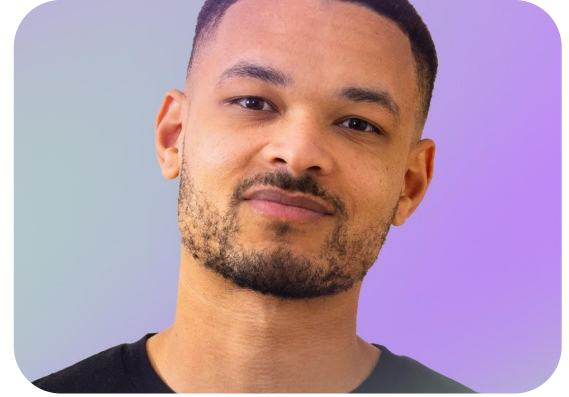
Business today is about whether **people trust you.**



Marques Brownlee is #17 on Forbes Top Creators 2025 list. One of technology's tastemakers, he began posting online back in 2009 and his YouTube channel has more than 20 million subscribers and the power to make or break the latest gadget today.



Marian Lee is #1 on Forbes Most Influential CMOs list. As the CMO of Netflix, she is responsible for the streamer's global and local campaigns, experiential activations, social storytelling, and brand partnerships in support of Netflix's scaling ad business.



Steven Bartlett is best-known for his business podcast The Diary of A CEO, which he started as a side hustle in 2017. He has turned it into a more than \$20 million franchise today.

Consumer trust is at an all-time low.

AI is flooding the internet with synthetic content, cancel culture can dismantle reputations overnight, and consumer trust is at an all-time low.

Trust has become more valuable than followers, visibility, or even innovation.

It takes **years to build** and **seconds to lose**.



THE WALL STREET JOURNAL.

Is It Still Disney Magic if It's AI?

The studio is caught between how to use artificial intelligence in filmmaking and how to protect its characters against it—and a “Moana” deepfake and a cursing Darth Vader have provided a few early lessons.

By [Jessica Toonkel](#) and [Erich Schwartzel](#)

177 August 3, 2025 Long read



Delta Gets Blowback for Using AI to Set Airfares

The airline says it doesn't target fare offers based on personal information after lawmakers share concerns about the technology.

By [Alison Sider](#)

118 August 3, 2025 4 min read



CMO TODAY

Was That Amazing Video in Your Feed Real or AI? Tech Platforms Are Struggling to Let You Know

Meta, YouTube and TikTok are grasping for ways to protect users' trust as their platforms fill with AI-generated photos and videos of events that never happened. But their patchwork of imperfect tools and voluntary policies sometimes inadvertently punishes “real” content and leaves plenty of AI work unlabeled.

By [Patrick Coffee](#)

July 10, 2025 6 min read



That Chatbot May Just Be Telling You What You Want to Hear

Artificial-intelligence chatbots tend to flatter users and be overly agreeable. It may feel good, but you may pay a price for such high praise.

By [Heidi Mitchell](#)

34 June 25, 2025 5 min read

In the Trust Economy, the power is shifting from institutions to individuals.

Being a magnet
for influence
and authority
starts with
REPUTATION.

Trust drives and
accelerates
opportunities.

Attention is
Currency.

Reputation
Travels Faster
Than Résumés.

People Buy
From People.

AI and Job
Displacement
Are Real.

Career Mobility
And Negotiation
Power.

#2 Learn The Power Of Creating Value For Others

SECRETS TO CREATING VALUE FOR OTHERS

- 01 **Share Knowledge:** By helping others learn and improve their skills you bring them value
- 02 **Solve a Problem:** Identify a problem that people are facing and find a way to solve it or take something off their plates.
- 03 **Give Your Time:** Giving your time and energy to a cause or organization that you care about can create immense value for others.
- 04 **Create Something New:** Creating something that didn't exist before can provide value to others. Your creation can inspire others, solve a problem, or create change!

4 TRAITS OF

VALUE CREATORS:

- 01 Consumer centric:** They are focused on bringing value to their customers and obsess over meeting them where they are.
- 02 Strong communicators:** They are skilled at articulating their ideas and building a rapport with their partners, customers, and audience. They can successfully sell their ideas and explain their thought processes.
- 03 Resourceful + Confident:** They are externally focused and know where to go to find answers and solve problems. They also have a sense of confidence and urgency in their approach.
- 04 Curious:** They have a keen interest in knowing more and going beyond the surface. Their curiosity motivates others, contributes to company culture and stimulates innovation.

#3 Make Networking Your SuperPower

NETWORKING AT A GLANCE

80%

of professionals consider networking vital to their career success (LinkedIn)

40%

of in-person meetings with customers, partners or vendors end in a sale or deal (Oxford Economics).

79%

of professionals agree that networking is valuable for career progression, but only 48% consistently keep in touch with their network (LinkedIn)

75%

of full-time employees have put less effort into building their network since the pandemic (HubSpot)

BUILD GENUINE RELATIONSHIPS



“When it comes to building your reputation, there is no substitute for relationship development.”

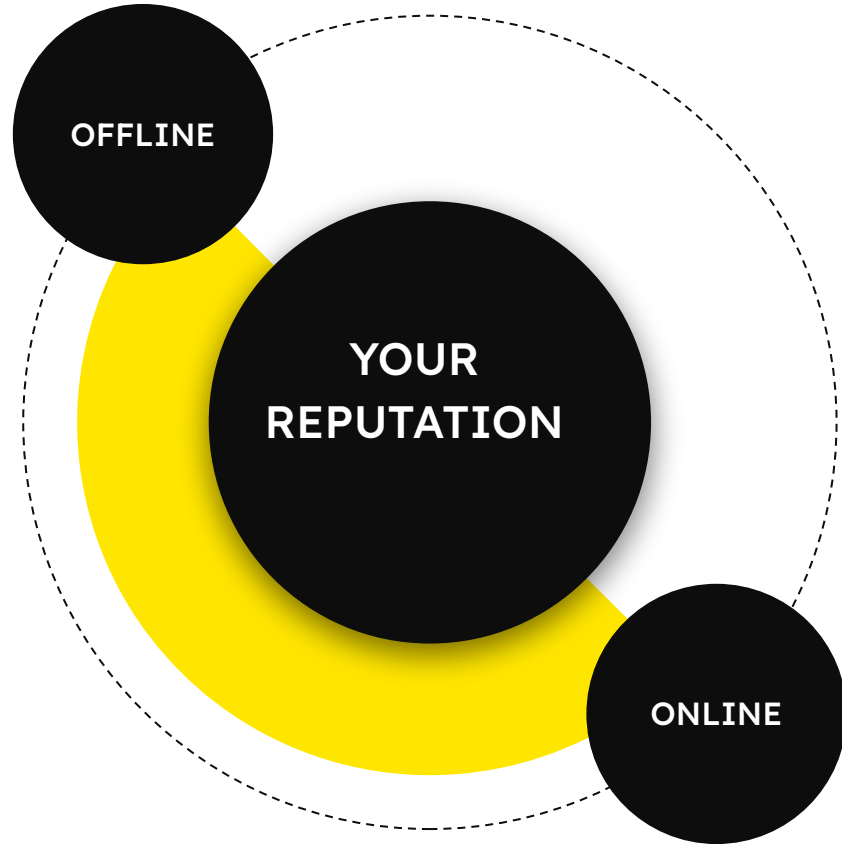
4 Ways to Serve

Your Relationships & Build Trust

- 01** Make deposits in other people's trusts banks.
- 02** Always offer help to your network before you ask for it and give with generosity.
- 03** Be a super connector.
- 04** Be intentional and allocate time to building and serving your relationships.

#4 Think of Your Reputation as a Currency

**This is how you
position yourself
in the eyes of the
world.**

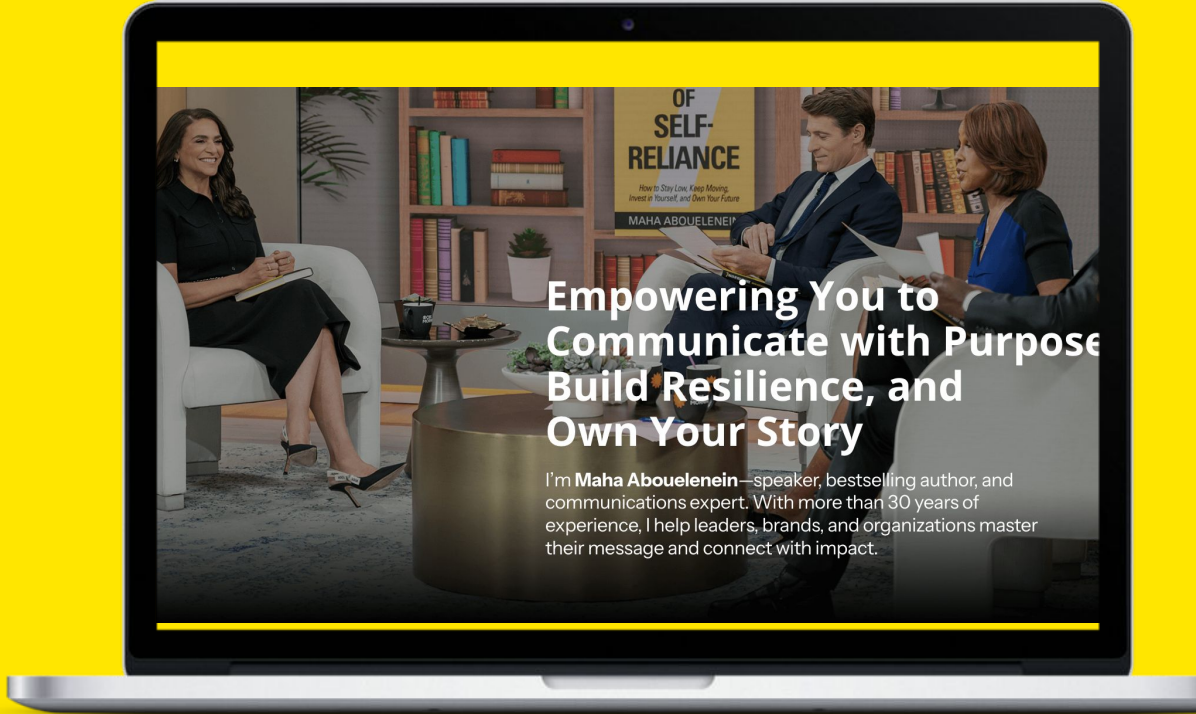


BUILDING A STRONG REPUTATION

- 01 Authenticity.** You have to be who you are online and offline in a way that is not fabricated, made up or produced. People want the real you.
- 02 Consistency.** You need to be consistent with your message and narrative and what you stand for. You need to be consistent in what you say so your audience understands what you stand for.
- 03 Purpose.** One of the easiest ways to be consistent with your reputation is knowing what your purpose is and what you stand for. This is also called your narrative.

What is your reputation today?

- Conduct a brand audit.
- Define your brand values.
- Create a personal board of directors and define your goals.
- Be a thought leader. Share your expertise and create content.
- Build your reputation by creating value for others and building strong relationships.



#5 Be Great At Storytelling: The Power Of AI + You

What makes a good story?

- Emotional Connection
- Differentiation
- Trust & Credibility
- Memorability
- Shareability



Future-Proofing

In An AI Era:

- 01** Your **personal brand should emphasize capabilities that AI can't replicate:** emotional intelligence, complex problem-solving, ethical decision-making and creative thinking.
- 02** Position yourself as **someone who can work alongside AI** while bringing uniquely human insights.
- 03** The **human element** of authentic storytelling, emotional connection, and strategic positioning remains irreplaceable.
- 04** As AI-generated content becomes more prevalent, you will need to **leverage AI with authenticity and scalability.**

Now is the time to
**leverage the trust
economy.**

Building your authority
and reputation is **your
responsibility.**

Forbes 30/50 SUMMIT

INTERNATIONAL WOMEN'S DAY • ABU DHABI
CHAIRERD BY MIKA BRZEZINSKI





SILENCE DOESN'T SCALE



If not me
WHO?
If not now
WHEN?



Thank You!

 @mahagaber

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