

SELF BRANDING – Mayan Barik

When I came across this assignment, I was quite lost as to what had to be done. In the past whenever I have been asked to introspect the outcome hasn't been the best since there is a lot of bias in my head, but I will try to do justice to this assignment. For the second part of this assignment, I reached out to 10 of my closest friends and my immediate family members and took their candid opinion of me. I believe that life is a learning experience and being able to recognize our own strengths and weaknesses can help us become better individuals in anything we choose to do, whether it is positive abilities and skills that can help achieve our goals or negative personal areas that need improvement.

The first thing I'd like to talk about is my strengths. I believe one of my greatest strengths is my confidence. I believe that this is an asset that separates me from the rest. This raw confidence in me has helped me throughout my life may it be in debate and elocution competitions or in interviews. It has also helped me greatly hone my presentation skills making me a formidable contender. My second biggest strength is my ability to tackle any challenge head on. I was a huge quitter in my early years and left almost everything when it became challenging, this is something I worked hard on changing and now I can say that I have been fully successful in doing so. I give my 110% to any challenge I embark on and end up coming out on top no matter the circumstances. This drive in me leads me to take a lot of challenges and chase wins after wins. A few of my other strengths are being a perceptive communicator and being very loyal.

Moving on to my weaknesses. My greatest weakness in my opinion is my lousy time management. There are often times where I have too much on my plate because I haven't organized my time well. This has caused me to lose out on some great opportunities and has sometimes ended up causing a lot of trouble for me. This time management issue affects not only my day-to-day work but also hinders in projects I am doing with groups as there are times, I can't finish my work on time. My second weakness would be being a perfectionist. I do not mean this in the hoity toity way of putting myself up, but in the past there have been times I have hours on the most trivial of tasks in order to get it perfect. There have also been times where I have done other people's work because I did not like the way they did it or it was not coherent with the entire project, which caused some friction between the group. I have to learn to manage my time well and also not put so much pressure to be a perfectionist as it sabotages me.

Moving on to external analysis, I asked my friends and family through calls and a google form as to what they thought were my greatest strengths and weaknesses. The answers were as follows. According to my friends and family my greatest strength was being a good leader as I had what it takes to call the shots and not back down from anything. A few also said that sometimes I took massive challenges head on but always managed to find an answer to them and deliver effective results. Some of the words used were confident and dedicated, which I won't disagree with. One of my favorite responses and least expected responses was from my closest friend who's known me the longest. He described me as a wolf, someone who got the job done and was ruthless and cunning while doing so.

The weaknesses they described were right in the ballpark of what I had expected. A lot of them told me that I was bad with managing time and sometimes my expectations were too high. I was also described as stubborn and hot headed. My father responded to this question by saying that I was the least organized person he had ever met and was surprised how I was ever able to lead. I quickly took the defensive and asked him what he meant and to this he replied, "I have no doubts in your leadership capabilities but am still confused as to how you manage stuff while always being in shambles with deadline."

As I sat and analyzed myself both through the mirror and through a third-party view, I realized that I had a lot of potential but as many shortcomings as well. One of the main things I was glad about was that there was a lot of congruencies between what I thought of myself and what others thought of me. This reassured me since now I know that I am on the right track to becoming a better version of myself by working on my weaknesses and honing my strengths. There was an incongruency though, in one of my strengths. While I saw myself as someone who beamed with confidence and took any challenge head on, my peers and family saw me like a leader who would do anything to achieve his goals by whatever means necessary. Looking back, I do realize that I have played hardball and operated in clandestine ways to achieve my goals. The means may have been different, but the end result was the same for both cases.

Moving on lastly to the most important part of the self-branding assignment – The feature benefit model. Who am I as a feature benefit? I thought about this long and hard and came to the conclusion that I have quite a few features and benefits but my main differentiating points would be as follows. My main feature would be my confidence and leadership. This sets me apart from the crowd and gives me a formidable presence. Confidence is the key to many triumphs and sometimes failures; however, confidence allows people to reach new heights in their lives. It has no limit or capacity. My confidence is what allows me to take a stand in any situation, not because I think I am always right but because I am not afraid to be wrong. And lastly and most importantly confidence, my feature benefit, is so important is because it allows me to own up to my mistake without feeling belittled ensuring success every single time.