

Lanza con éxito tu marca personal



Alcoy, jueves 28 de septiembre 2018
Por Antonio Liu Yang 刘洋



**GENERALITAT
VALENCIANA**

iVACE
INSTITUT VALENCIÀ DE
COMPETITIVITAT EMPRESARIAL



UNIÓ EUROPEA
Fondo Europeo de
Desarrollo Regional

Una manera de hacer Europa

CEEI
ALCOY
VALENCIA



@antonioliuyang

↗
**FOLLOW
ME**



“La marca personal es lo que dicen de ti cuando no estás delante”

Jeff Bezos



**Es encontrar lo diferente,
lo relevante y lo especial
que hay en ti
para compartirlo
con los demás**

Catherine Kaputa



Marca Personal es la parte de mí mismo que quiero mostrar al mundo y que sirve para ayudar y mejorar la vida de los demás en lo personal o profesional.



@ChristiannRossi

Marca Personal es tu personalidad más
una estrategia de marketing por los
objetivos.



@Blocdeesbozos

**MARCA
PERSONAL**



FIND YOUR MAGIC

It's the look, the moves and the feeling that show your uniqueness. It's your style, your way. Now work on it.



**Just because you're unique.
Doesn't mean you're useful.**

There are 2 kinds of people



Mark Ruffalo 

@MarkRuffalo

I'm a husband, father, actor, director,
and a climate change advocate with an
eye on a better, brighter, cleaner, more
hopeful future for all of us.



Robert Downey Jr 

@RobertDowneyJr

You know who I am.



Solberg
Erna

Prime Minister of Norway

NO

www.regjeringen.no

Since 1989, has held a seat in the Storting (Parliament) except during mandate as Minister of Local Government and Regional Development (2001-05). Since 2004, leader of the Conservative Party. Oct. 2013, appointed Prime Minister of Norway. Leads a government formed by the Conservative party and the Progressive Party. Co-Chair, Millennium Development Goals Advocacy Group.



Soria
José Manuel

Minister of Industry, Energy and Tourism of Spain

ES

www.mityc.es

Participante:

Lanza con éxito tu marca personal

Fecha:

El ikigai!



生き甲斐

IKIGAI: "A REASON FOR BEING..."

Tu ikigai!



生き甲斐

IKIGAI: "A REASON FOR BEING..."



Ethos

Logos

Pathos

Ethos



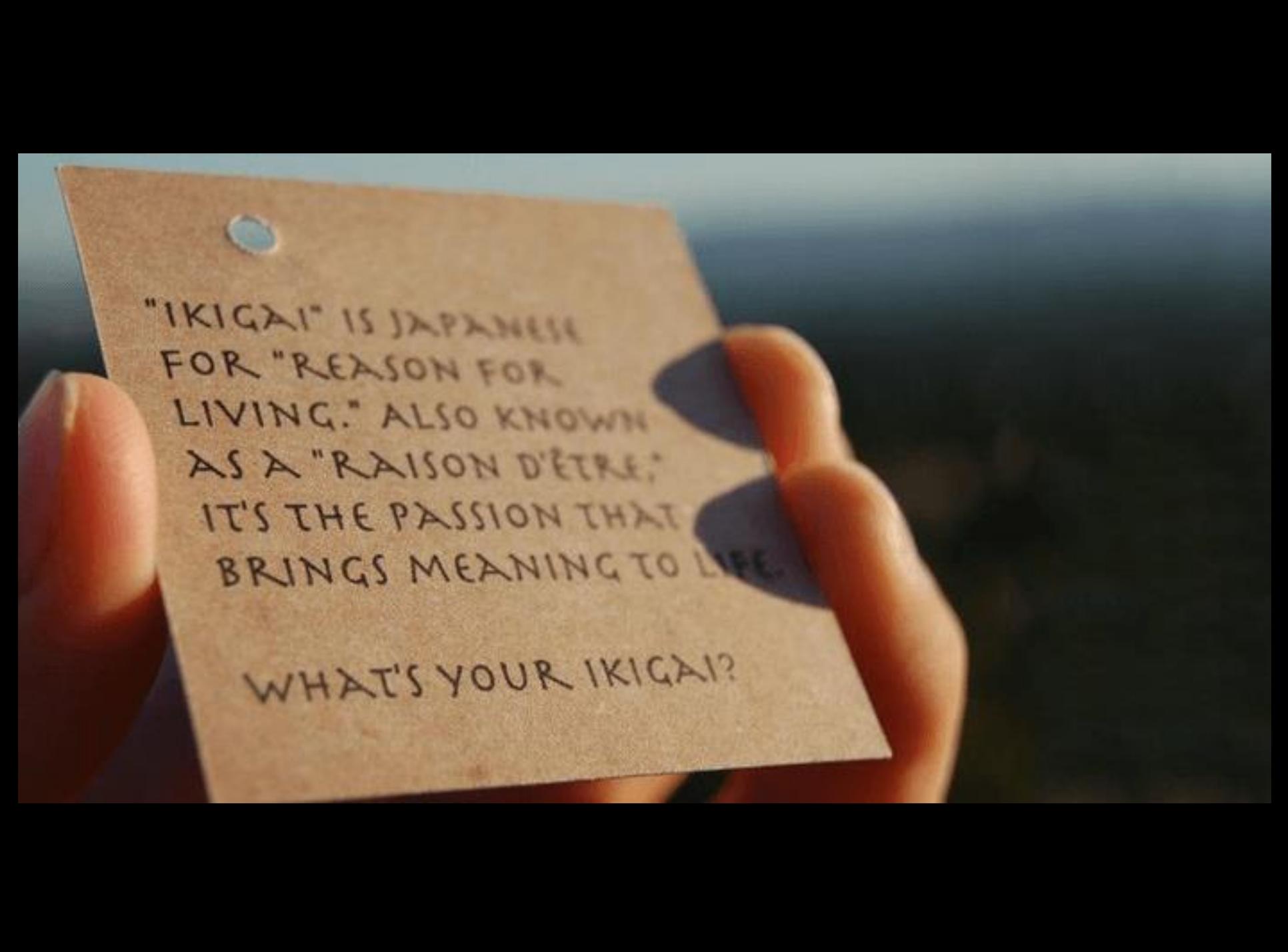
Logos

Pathos

guān xì
 关 系

生きがい

Ikigai, concepto japonés que significa:
"La razón de existir".



"IKIGAI" IS JAPANESE
FOR "REASON FOR
LIVING." ALSO KNOWN
AS A "RAISON D'ÊTRE,"
IT'S THE PASSION THAT
BRINGS MEANING TO LIFE.

WHAT'S YOUR IKIGAI?

Ikigai: 'Tu razón de ser'





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生き甲斐

IKIGAI: "A REASON FOR BEING..."

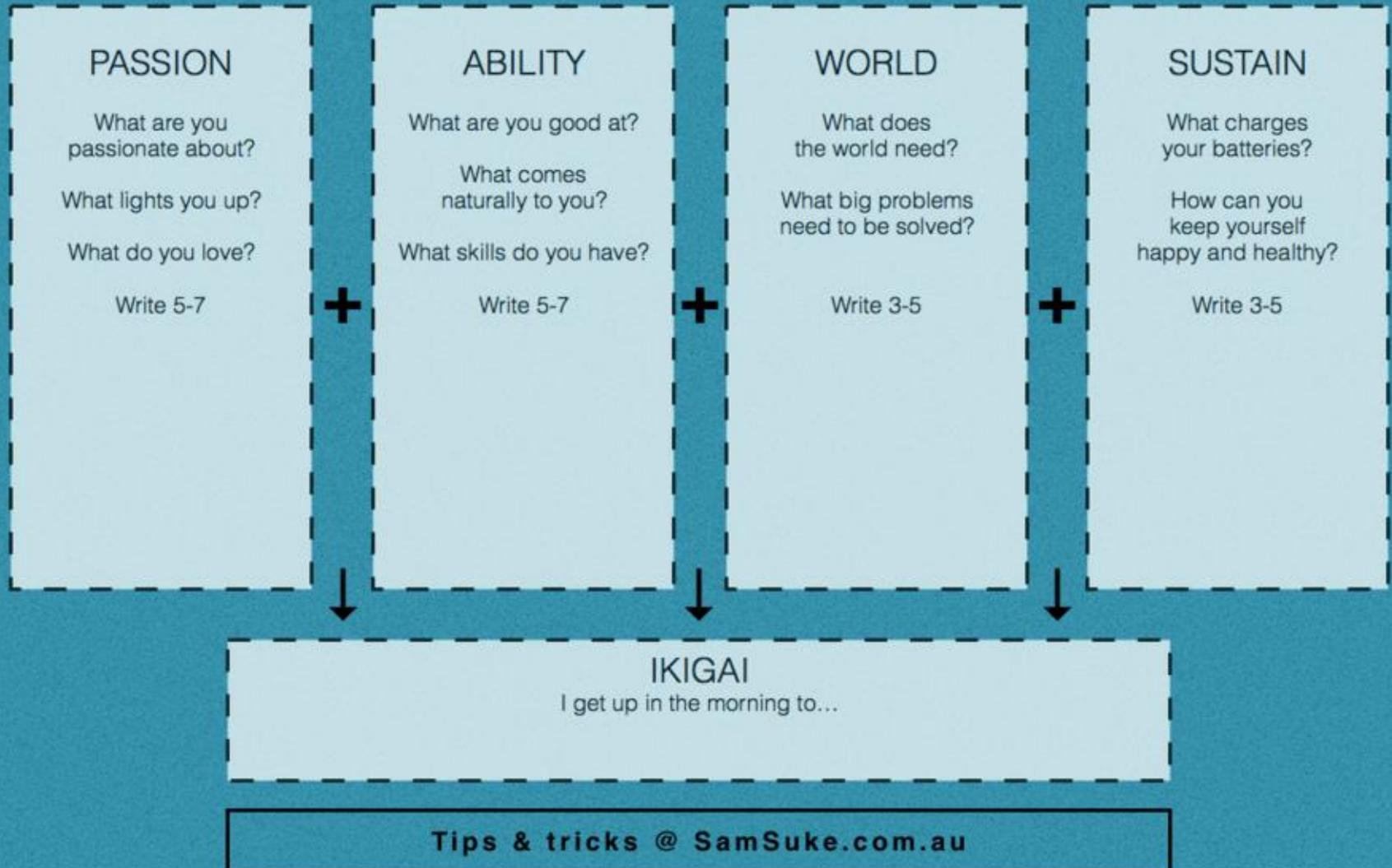


生き甲斐

IKIGAI: "A REASON FOR BEING..."

IKI-GUIDE

def. ikigai (ee-key-guy) Japanese lit. "a reason to get up in the morning", or "a reason for being"







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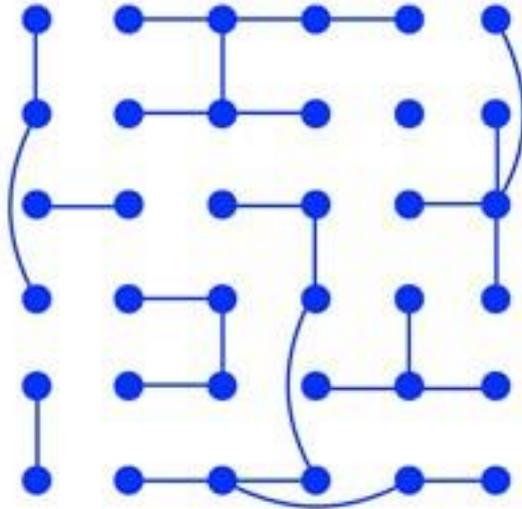
关系
guānxi

guanxi 關係

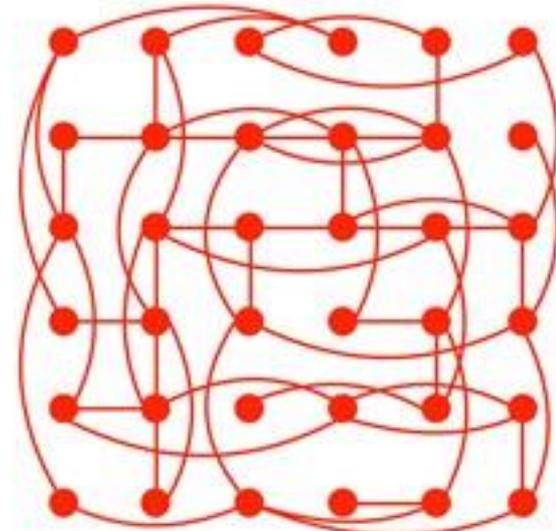
(n.) a network of social connections based on mutual trust and the balancing of debts by returning favors so that the relationship's benefits are shared by all

pronunciation | guan-'shi

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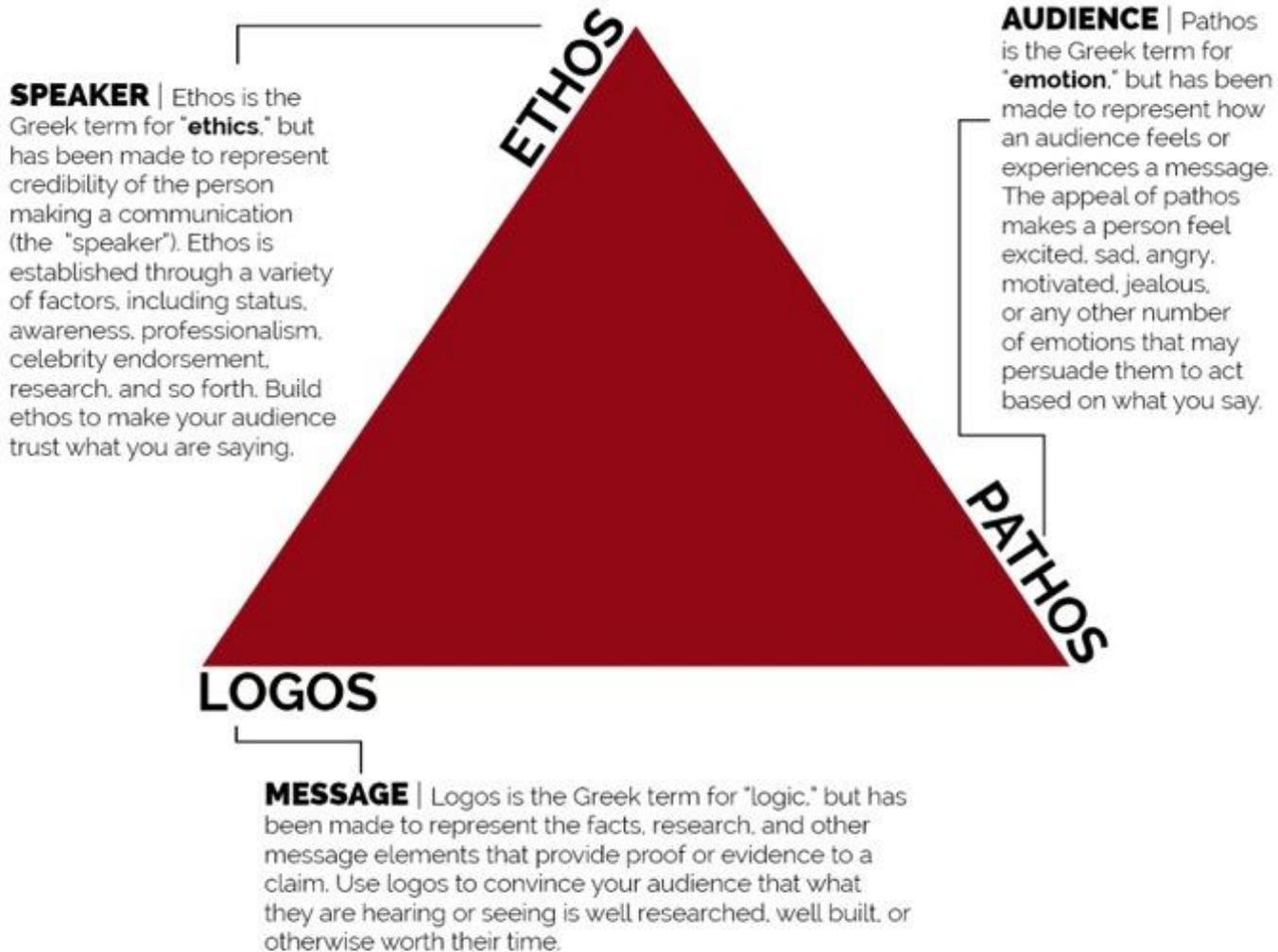
Western Network



Chinese Network

THE RHETORICAL TRIANGLE

AN OVERVIEW OF THE THREE RHETORICAL APPEALS

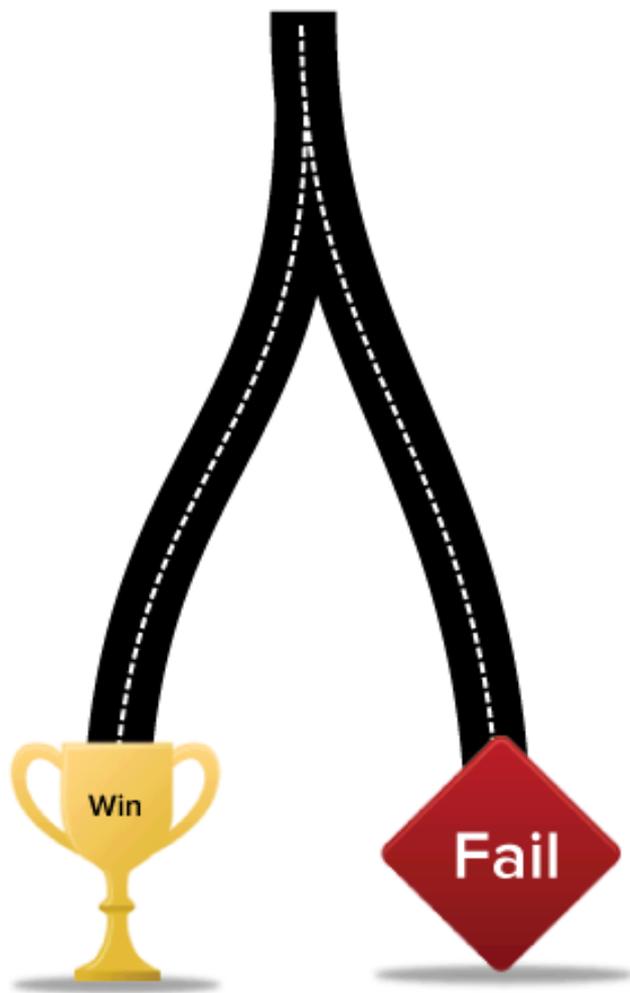


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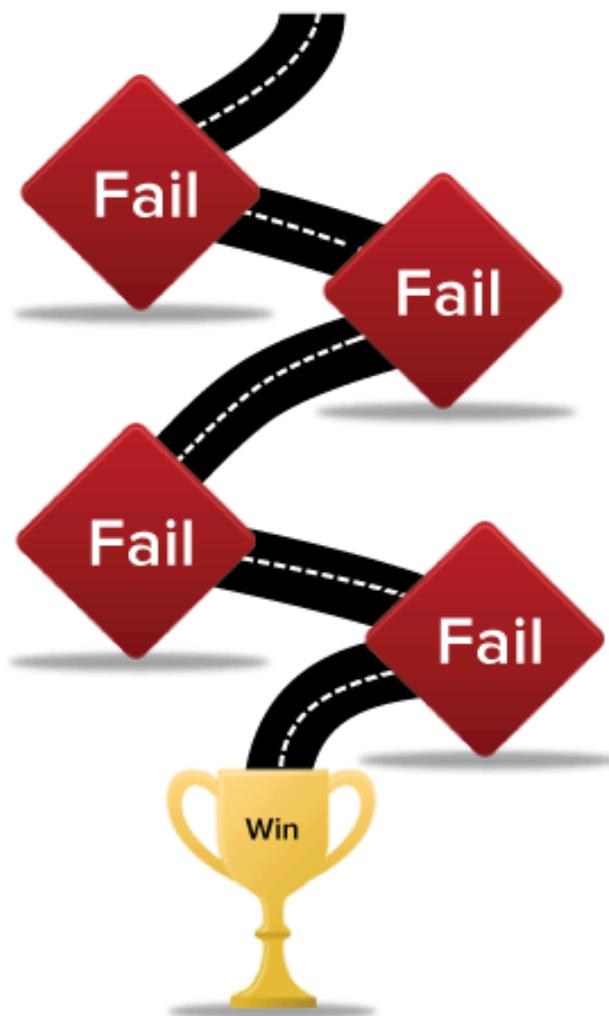
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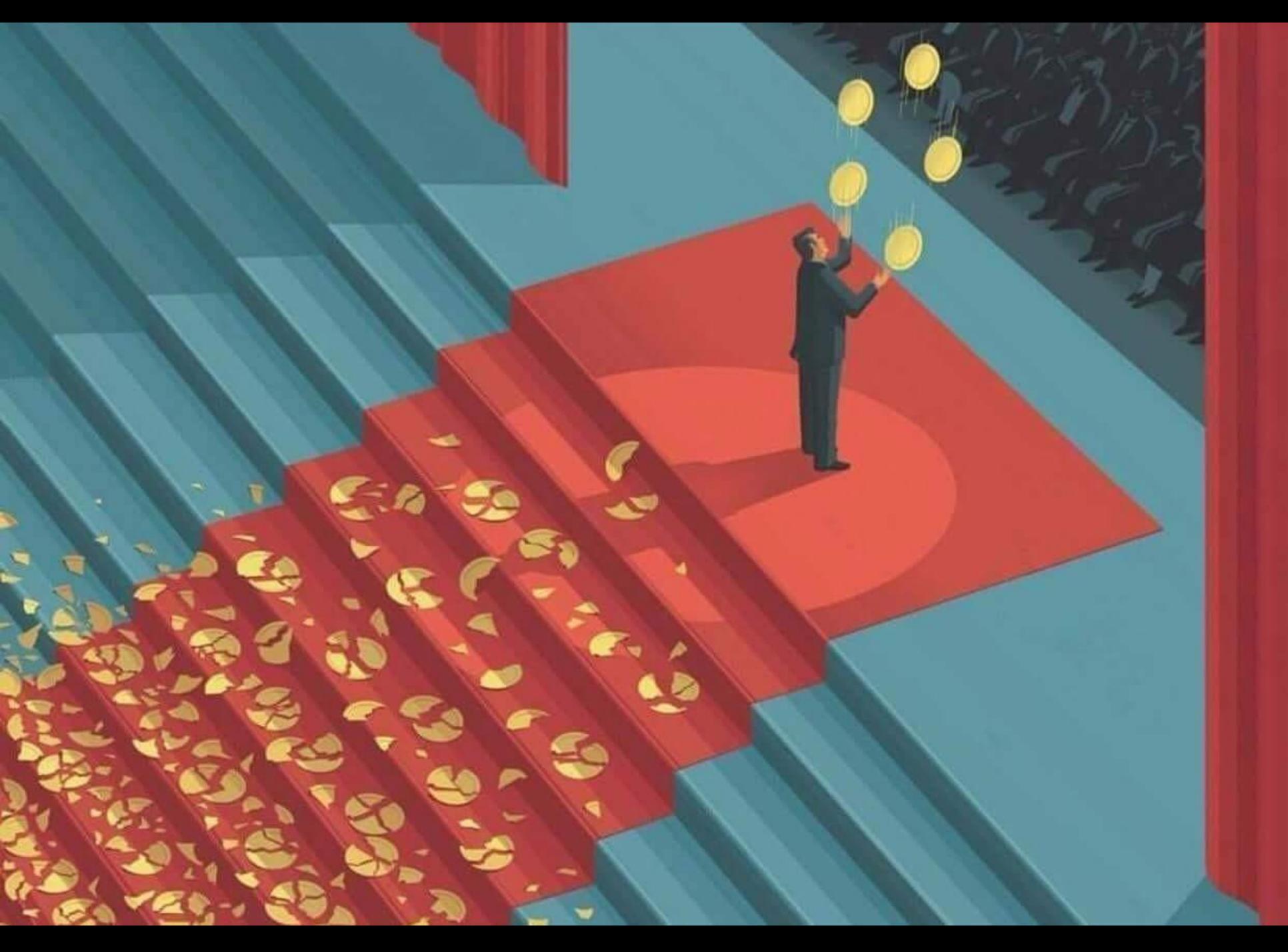
Credibilidad
Constancia
Coherencia

What Most People Think

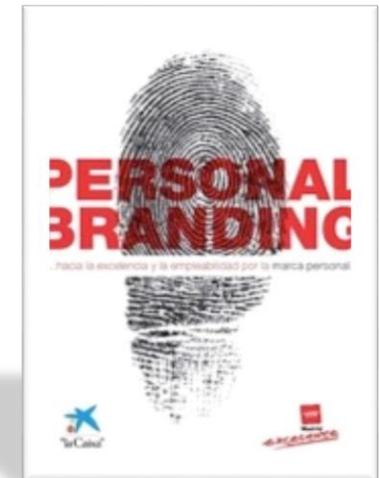
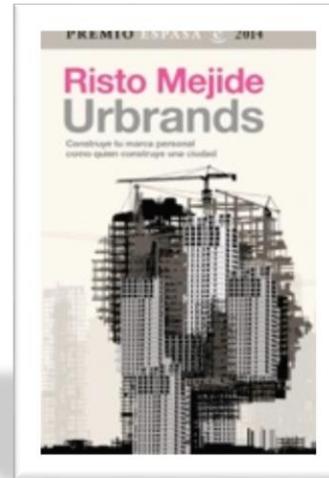
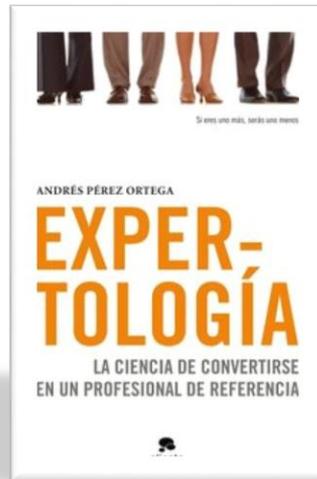


What Successful People Know





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