

Do You Judge People With Personal Brands? Here's Another Way to Think About It.

Q: Every founder seems to have a personal brand, but it doesn't appeal to me. Do I really need to do this? – *Eloise, San Diego*

Before I answer your question, consider the following scenario:

Imagine comparing two people who work for you. One employee does everything that you ask of them. The other does that, too – but they also go above and beyond to identify opportunities outside of the job's general requirements. Not everything the second employee does is a hit, but a few things are, and those uncharted opportunities add asymmetrical upside to your business. Which employee does more to help your company?

<https://www.entrepreneur.com/starting-a-business/tips-for-creating-a-great-a-personal-brand/449225>