

Personal Branding for Sustainable Employment

Assessment Component 2

Link to Video Presentation (with access):

[Meeting with Masuk Ali \(2021839\)-20230322 121658-Meeting Recording.mp4](#)

Reference List:

Elorus (2022) *Team Management definition: The importance of teamwork and collaboration in the workplace*. Available at: [5 Benefits of Team Management in the Workplace \(elorus.com\)](#). (18th March 2023).

Emeritus (2022) *What is the Importance of Marketing for Businesses? Discover the Undiscovered*. Available at: [What is The Importance of Marketing for Business? | Emeritus India](#). (Accessed 19th March 2023).

Forbes (2020) *How To Develop A Mentoring Team*. Available at: [How To Develop A Mentoring Team \(forbes.com\)](#). (Accessed 19th March 2023).

French Taste Lab (2023) *The Benefits of Winning a Food Award: How It Can Boost Your Restaurant or Brand's Visibility and Success*. Available at: [The Benefits of Winning a Food Award: How It Can Boost Your Restaurant or Brand's Visibility and Success | French Taste Lab](#). (Accessed 17th March 2023).

Harvard Business School (2022) *WHAT IS BUSINESS STRATEGY & WHY IS IT IMPORTANT?* Available at: [What Is Business Strategy & Why Is It Important? | HBS Online](#). (Accessed 16th March 2023).

Indeed (2023) *The Importance of Creativity in Business (Plus Benefits)*. Available at: [The Importance of Creativity in Business \(Plus Benefits\) | Indeed.com](#). (Accessed 19th March 2023).

Indeed (2022) *The Importance of Training Employees: 11 Benefits*. Available at: [The Importance of Training Employees: 11 Benefits | Indeed.com](#). (Accessed 19th March 2023).

Indeed (2023) *What are salary reviews and how do you prepare for one?*
Available at: [What are salary reviews and how do you prepare for one? | Indeed.com UK](#). (Accessed 16th March 2023).

LinkedIn (2018) *7 Benefits of using LinkedIn*. Available at: [7 Benefits of using LinkedIn](#). (Accessed 19th March 2023).

Pipedrive (2023) *What is CRM experience? Create more delightful customer experiences*. Available at: [CRM Experience | What is CRM Experience? | Pipedrive](#). (Accessed 19th March 2023).

Thunderbird School of Global Management (2021) *The Benefits of an Innovation Growth Strategy and How to Create One for your Organization*. Available at: [The Benefits of an Innovation Growth Strategy and How to Create One for your Organization | Thunderbird \(asu.edu\)](#). (Accessed 18th March 2023).

