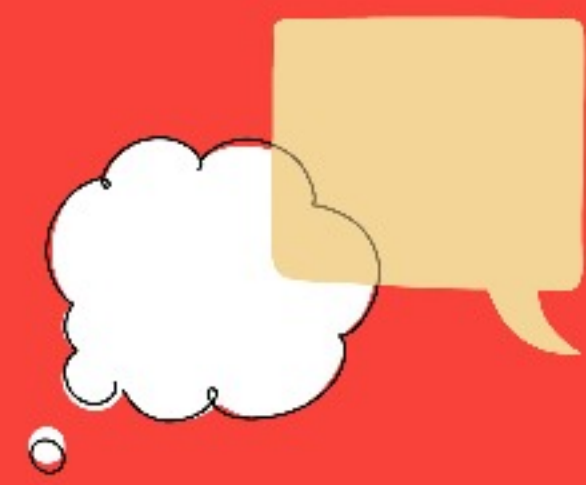




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Key Takeaways

Build Your Moat

Your personal brand can differentiate you in an increasingly AI-driven world.

Use Contrast

Make it clear who you serve, who you don't, and what makes you distinctive.

Strategic Presence

Build your digital presence for the opportunities and roles you want next.

Activity 1

Put Yourself Out There

Think of one piece of work, achievement, idea, or project you're proud of but rarely talk about. Write a short LinkedIn post, email, or social caption that shares it and explains why it matters to others. What would happen if you talked about your work more openly?

Activity 2

Find Your Contrast

Complete these three statements: "I'm for ____." "I'm not for ____." "Unlike ____, I ____." Then combine your answers into one clear sentence describing what you do. Could someone immediately tell whether you're the right fit for them?

Activity 3

Profile for the Future

Choose a role, client, or opportunity you want in the next few years. Review one of your professional profiles as if you were the person deciding whether to hire or work with you. What is one thing you could add, remove, or change to make your profile reflect that future?

Today's Tip: Tell Stories

Stories help people make sense of information and remember your message. When communicating an idea, don't just give people the facts. Give them a story that helps them understand where you are, where you're going, and why it matters.