



# Yasar Ahmad's 21 Day Personal Brand Challenge!

## Become Unmissable at Work & Online

[www.yasarahmad.com](http://www.yasarahmad.com)

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- 🔥 Fast-track your career into Leadership
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- 🌍 Global Vice President - HelloFresh

### WEEK 1: Foundational Brand Awareness (Know Yourself & Get Noticed)

#### Day 1: Personal Brand Audit - Who Are You at Work?

**Task:** Write down three things you want to be known for and ask 3 colleagues (who you trust) what they think your strengths are. Compare.

**Objective:** Identify your current perception vs. desired brand.

**Improvement:** Clearer understanding of how others see you and what to enhance.

#### Day 2: The Elevator Pitch - Define Your Narrative

**Task:** Write a one-sentence personal brand statement that describes what you do and why you're valuable. Example: "I help fast-growing companies scale talent strategies by building data-driven, high-impact programs."

**Objective:** Get comfortable articulating your value in 30 seconds.

**Improvement:** Clarity in personal positioning, confidence boost.

#### Day 3: Make Senior Leaders Aware of You (Without Being Awkward)

**Task:** Find a senior leader's recent initiative and ask a well-crafted question about it in a meeting or on Slack/Teams.

**Alternative Option:** Reply to a email directly to them during an announcement, thank them for their contribution or congratulate them for their achievements.

**Objective:** Get on their radar organically by showing engagement.

**Improvement:** Relationship-building, senior visibility.

#### Day 4: Tactical Social Presence - LinkedIn Bio & Profile Refresh

**Task:** Update your LinkedIn headline and About section to align with your personal brand. Ensure your profile pic is professional & banner is relevant.

**Additional Option:** Connect with 10+ senior leaders in your org on linkedin, even if you've never spoken.

**Objective:** Make your online presence consistent with your workplace brand.

**Improvement:** Increased credibility, better first impressions.

#### Day 5: Contribution Over Consumption - Start Posting

**Task:** Write your first LinkedIn post (it doesn't have to be deep—share a career lesson, tool, or challenge you overcame).

**Alternative Option:** Give a personal update on how you felt inspired by your work and tag a few leaders who have shared insights.

**Objective:** Start being seen as a thought leader rather than just a consumer.

**Improvement:** Online visibility, stronger professional network.

#### Day 6: Be "In the Room" - Speak Up in a Meeting

**Task:** Prepare one key insight or question for your next meeting and share it.

**Objective:** Build a habit of contributing and showing strategic thinking.

**Improvement:** Increased presence and authority in discussions.

#### Day 7: Social Capital - Give, Give, Give

**Task:** Publicly appreciate someone's work on LinkedIn or internally (Slack, Teams).

**Alternative Option:** If your team, team member sends you a positive update. Forward that email with the original recipients but add some more leaders to increase visibility and congratulate your team or team member. Exposing their wins to a larger audience.

**Objective:** Strengthen relationships by giving value first.

**Improvement:** Expanding influence, building goodwill.



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### Week 2: Amplify Your Presence and Build Executive Sponsorship

#### Day 8: Own the Room in Meetings

**Task:** Speak up in at least one meeting today with a well-thought-out point or question. Summarize key takeaways in the meeting chat or follow up with a short email.

**Objective:** Increase participation and visibility in discussions.

**What It Improves:** Makes you memorable in key meetings and ensures your voice is heard.

**Bonus Challenge:** If you're hesitant to speak, prepare 2-3 points before the meeting so you're ready.

#### Day 9: Engage With a Senior Leader Genuinely

**Task:** Identify a senior leader whose work interests you. Send a thoughtful message (email or Slack) acknowledging their work or insights. Example: "Hey [Name], I really enjoyed your perspective on [topic] in [meeting/post]. I'd love to learn more about your approach. If you have any reading recommendations or insights, I'd appreciate it."

**Objective:** Start low-stakes networking without asking for anything.

**What It Improves:** Opens the door for organic relationships with leadership.

**Bonus Challenge:** Drop a relevant article or insight in your message to provide value.

#### Day 10: Be a Connector at Work

**Task:** Introduce two colleagues who should know each other. Example: "Hey [Person A], meet [Person B]! You both have great ideas on [topic], and I think a quick chat could be mutually valuable." Objective: Position yourself as a network hub inside your company.

**What It Improves:** Builds goodwill and a reputation as someone who brings people together.

**Bonus Challenge:** Introduce yourself to someone outside your immediate team today.

#### Day 11: Leverage LinkedIn Like a Pro

**Task:** Post a short, valuable LinkedIn post about something you learned recently at work. Example formats: "One lesson I learned this week: [Insight]." / "A great piece of advice I received at work: [Advice]."

**Objective:** Establish thought leadership without spending hours crafting a post.

**What It Improves:** Builds your digital presence effortlessly.

**Bonus Challenge:** Comment meaningfully on three industry-relevant posts today

#### Day 12: Set Up a 1:1 With an Influential Person

**Task:** Request a 15-minute coffee chat (virtual or in-person) with someone influential in your company. Keep it casual: "Hey [Name], I admire your work on [topic]. Would love a quick 15-min chat to learn from you!"

**Objective:** Strengthen internal relationships and gain insider insights.

**What It Improves:** Helps you get mentorship or sponsorship. If unsure what to talk about stick to: Whats Working, Whats Not, Where can I help?

**Bonus Challenge:** Follow up with a LinkedIn connection request after the chat.

#### Day 13: Find a "Signature Move" to Stand Out

**Task:** Identify one thing you do well that can become your signature style at work. Example: Are you great at summarizing meetings? Offer to send wrap-up notes. Do you ask great questions? Become the "sharp question" person in meetings.

**Objective:** Create a personal brand within your company.

**What It Improves:** Gives people a reason to remember you.

**Bonus Challenge:** Ask a colleague, "What's one thing I'm known for at work?", then ask them "If I wanted to be known for X what do you think I should do?"

#### Day 14: Become "In the Room" More Often

**Task:** Ask your manager if you can shadow a leadership meeting or be included in strategy discussions. Example message: "I'd love to observe the [leadership/team] meeting to better understand our strategy. I won't take up space, but I'd love to learn from the conversation."

**Objective:** Get into key conversations without waiting for an invite.

**What It Improves:** Increases your exposure to senior decision-making.

**Bonus Challenge:** Offer to help prepare materials for the meeting so you're contributing.



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### Week 3: Sustain Momentum & Establish Yourself as an Expert

#### Day 15: Lead a Discussion (Even a Small One!)

**Task:** Find an opportunity to lead a short discussion—this could be in a team meeting, a working group, or even a casual Slack thread. Frame it as: "I've been thinking about [topic]. Has anyone else noticed this trend or have insights?"

**Objective:** Get people engaging with your ideas.

**What It Improves:** Builds your confidence in leading conversations and establishes you as an active contributor.

**Bonus Challenge:** Propose a mini lunch & learn session on a topic you know well.

#### Day 16: Turn a Senior Leader Into an Ally

**Task:** After your previous outreach (from Week 2), follow up with a senior leader to share an idea or ask a small question. Example: "Hey [Name], I really enjoyed our last chat. I've been thinking more about [topic] and wanted to ask your perspective on [specific question]."

**Objective:** Build continuity in relationships so they don't fade.

**What It Improves:** Positions you as thoughtful and engaged, making leaders more likely to advocate for you.

**Bonus Challenge:** Offer help on an initiative they're working on.

#### Day 17: Share a Win Publicly

**Task:** Share a professional win (big or small) on LinkedIn or an internal work channel. Examples: "Proud to have contributed to [project]! It was a great learning experience in [skill]." "Great teamwork in [project]! Shoutout to [colleagues] for making it happen."

**Objective:** Normalize owning your success in a humble, engaging way.

**What It Improves:** Strengthens your personal brand visibility at work and online.

**Bonus Challenge:** Tag 1-2 colleagues to amplify reach.

#### Day 18: Make an Impactful Suggestion

**Task:** Identify one work process, tool, or approach that could be improved and suggest a better way. Frame it positively: "I noticed [X process] has some inefficiencies—what if we tried [Y solution]?"

**Objective:** Show initiative and strategic thinking.

**What It Improves:** Establishes you as a problem-solver.

**Bonus Challenge:** Bring supporting data to strengthen your case.

#### Day 19: Do a Visibility Audit

**Task:** Reflect on your workplace presence by asking:

- How often do I contribute in meetings?
- Do senior leaders know me by name?
- Is my work getting recognized beyond my direct team?

Adjust accordingly: If visibility is low, double down on engagement.

**Objective:** Ensure your personal brand is actually landing where it matters.

**What It Improves:** Helps you course-correct before you become invisible again.

**Bonus Challenge:** Ask a trusted colleague how they perceive your brand at work.

#### Day 20: Create a Signature Thought Leadership Piece

**Task:** Write a short LinkedIn article or post sharing your thoughts on an industry trend or best practice. Formats: "3 lessons I've learned about [topic]." or "A challenge in our industry is [X]—here's my take on it."

**Objective:** Cement your brand as a knowledgeable professional.

**What It Improves:** Positions you as someone with valuable insights.

**Bonus Challenge:** Ask a senior colleague to engage with your post for broader reach.

#### Day 21: Secure a Sponsor for Your Growth

**Task:** Identify someone at a higher level who can advocate for you. Send them a message like: "I'd love to get your advice on navigating growth opportunities in [area]. Would you be open to a quick chat?" Sponsors open doors—they recommend you for promotions, key projects, or leadership discussions.

**Objective:** Lock in ongoing advocacy from someone influential.

**What It Improves:** Strengthens your career growth trajectory.

**Bonus Challenge:** Ask them how you can help them, too—make it mutual.

## Important Reflections

- Which tactics felt most natural?
- What was the biggest mindset shift you had?
- Which relationships will you continue nurturing?

Your next mission: Keep the momentum going—your personal brand doesn't stop here!

**One last tip:** Don't say no. Use the growth mindset approach. If you disagree with something, always say "I like X, I like Y, however, let's prioritise OR I wonder if Z" This is a good way to always support your colleagues but giving them feedback.

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## Awards & Accolades



## About Yasar Ahmad



**Global VP of People at HelloFresh | Former Global Head at Zalando | Director at Wipro.**

A globally recognized expert in Communications, Diversity & Inclusion, Talent and Leadership Development, Global Mobility, and Compensation Strategy. An expert in aligning talent, leadership, and financial strategies to drive organizational growth and operational excellence.

Currently offering tailored mentorship, leadership coaching, and actionable strategies for high-impact change. Rooted in inclusivity, challenging workplace norms, tackle discrimination, and empower leaders to redefine success.



### Catapulting conversations

We often seek coaches and mentors at critical points in our lives. Usually at points of transition or at the crossroads of our thinking. I have had the privilege of knowing great people who have given me advice and support at these junctures.

Then I met **Yasar Ahmad**. An altogether unique experience. Thank you for a candid and challenging conversation about how I present and how I can best present, with tangible roadmaps for delivery and frank advice. A landmark career conversation. In a little less than an hour, he has provoked a blueprint for my next steps thinking and meaningfully expanded the boundaries of my ambition."

**Dr Nnenna Osuji**  
Chief Executive Officer



"Yasar is an integral part of my HR team, combining strategic insight with a hands-on approach to optimize talent operations. His ability to identify inefficiencies and implement impactful solutions."



**Dominik Richter**  
Chief Executive Officer  
Hellofresh



"You really provoked a new way for me to think about problems and consider solutions which you demonstrated can have significant business benefits as well as people benefits by properly understanding the problem that we are trying to solve."



**Dawn Scrafield**  
Chief Finance Officer  
NHS



"Yasar will never fail. Takes effort to understand the task and goes on to execute at full speed. A great colleague"



**Anil Jain**  
Chief Executive Officer  
Nomiso



**Zaid Hassan**  
Chief Executive Officer  
Ten in Ten



"Yasar is one of those rare individuals with the capacity to listen, process what he has heard and offer deeply insightful reflections. Work with him if you can."