



Reputation is your greatest asset. Drive it!™

AIMEE: Bridging Cultural Differences with Personal Branding

A successful executive in the Asian tourism industry, Aimee was looking to relocate and launch her career in the U.S. However, her cultural norms and approach to self-promotion were impeding her job search.

The Context

Originally from Singapore, Aimee was an accomplished account executive in the tourism industry. She created and oversaw major campaigns and initiatives to attract tourist interest and dollars to areas such as the Middle East and Southeast Asia. After relocating to Abu Dhabi, Aimee wanted to pursue similar job opportunities in the U.S. and realized she had cultural differences to overcome in order to market herself effectively in America.

The Problem

Raised in a culture where the team, company, and community takes precedence over the individual, Aimee needed to embrace her unique qualities, find her inner confidence, and intentionally promote her best qualities and skills—concepts that were foreign and, at times, uncomfortable to her. Now competing in an American marketplace, she needed to differentiate herself from her competitors and actively highlight her proficiencies.

The Solution

Lida helped Aimee understand that putting her needs and values on public display would enable her to show new organizations in the U.S. how she could add value to their team. By building a confident, positive personal brand and focusing on promoting herself, Aimee was able to target U.S. positions at a higher level.

The Process

Working via Skype, Aimee and Lida took the time to elucidate the functional and emotional needs of potential American employers. Through research, interviews, discussion, and surveys, Lida created a targeted marketing approach that would meld Aimee's audience's needs with her abilities and experience.

With this focused strategy, Aimee was able to position herself more effectively and proactively, projecting well-deserved confidence and competence. Contrary to her previous tactics of sending resumes and waiting, Aimee took a more proactive approach and marketed herself as a unique asset who was highly sought after.

The Results

Aimee is an authentic, approachable person, and when she saw how her genuine strengths could still shine through while she positively marketed herself, she felt more empowered and in control of her job search process. Nowadays, Aimee is considering whether moving to the U.S. is, in fact, the next great step in her career. In whatever country she decides to call home, she now has the tools to design her reputation and leave a legacy that is authentic and compelling.