

## Twitter Thread by Sandeep Mall



**Sandeep Mall**

@SandeepMall



### What makes some people exceptionally distinct?

1. Stand Out. Stand for something. Be willing to stick our neck out a little bit. Stand for something knowing that not everyone is going to agree with them. You should be able to stand out so that people can recognise what do you stand for.

2. Be your own boss. Manage your own career. Think about where do I want to go next. What do you want to accomplish this year to enhance your career growth. Take this upon yourself to proactively look at ways to grow your career

3. Forget the ladder growth. You reach somewhere and then get stuck there for few years and then you update your resume and try to take next step on the ladder. In today's world it should be Ramp growth. Manage your career every single day with everything you do.

Ask yourself what am I doing today that's going to enhance my career. Ask in every meeting you have, how is this meeting going to advance my career. Is this phone call adding value towards my goal. Every step you take, like walking on a ramp, should advance your growth.

4. Build your brand. Ask yourself with your every action, is this adding value to my brand? Make decisions on your every move based on if that action is adding value, is the visibility increasing with target audience. Put your mark in every agenda, meeting or call.

Your own branding is a huge part of how you manage your career. Your social media posts give your target audience a fair idea about your identity, core values and priorities.