

# How to build a successful career in complex emerging markets

Issued by UCT Graduate School of Business

7 May 2015

*Acclaimed author and creative strategist, Timothy Maurice Webster, will share his insights on personal branding at an upcoming Information Session for prospective business students hosted by the UCT Graduate School of Business in association with Nedbank.*

Personal branding can give young professionals the edge when it comes to building a career that matters - especially in complex emerging markets.

So says world-renowned thought leader, Timothy Maurice Webster, who will speak to prospective business students at a special Information Session in Cape Town this May. The event is hosted the University of Cape Town Graduate School of Business (UCT GSB) - Africa's top business school - in association with Nedbank Professional Banking.

Webster, who is the author of bestselling brand leadership books, *Personovation* and *Soul to Sole*, says: "Professionals need to develop PBQ - or personal brand intelligence - based on an evolved personal discipline model that is able to sustain an individual at the highest level. Beyond being successful, developing your PBQ is about strategic mindfulness - ensuring you are conscious and aware of the various dimensions of your personal brand and how it melds with technology, key stakeholders, personal campaigns and ultimately your own basic instincts and impulses."

Webster's research into applied neuroscience and his grasp of global trends in personal brand strategy combine to provide invaluable insight into how personal branding can give young professionals an advantage when navigating the fluidity, complexity and chaos of emerging markets while building their careers. He emphasises the importance of collaboration and choosing the right partnerships when developing an authentic personal brand.

Guests at the event will each receive a copy of Webster's newest bestselling book *Personovation*, in which he explores the journey of personal reinvention: overcoming the tendency to hold onto what is familiar, growing beyond what we are today, and giving critical insights into the personal rebranding process; a valuable tool for those wanting to further their business studies or contemplating a change in study direction.

The 2015 Information Sessions are designed to give prospective students an opportunity to find out more about the UCT GSB, its world-class academic programme and competitive strengths.

The business school offers the only full-time African MBA ranked in the top 100 (59th) by the prestigious *Financial Times* and it is just one of 66 schools world-wide to be "triple-crowned" (schools which are accredited by AMBA, EQUIS and the AACSB).

The school takes a four-pronged approach to excellence that combines academic rigour, societal relevance, innovation in teaching and thought leadership. Its aim is to equip and empower its students to gain true insight from knowledge.

UCT GSB director, Walter Baets says: "The GSB is committed to making business better by challenging taken-for-granted assumptions and practices and encouraging students to do the same. With our roots in Africa, our focus is on emerging market business and our teaching and research is geared towards driving development and understanding in that context."

*Webster will speak at sessions in Cape Town and Johannesburg in May and July. For more information, visit <http://www.gsb.uct.information.sessions> or contact the UCT GSB Admissions Office on +27 (0)21 406 1338 or email to [admissions@gsb.uct.ac.za](mailto:admissions@gsb.uct.ac.za).*

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