



INDIAN INSTITUTE OF SOCIAL WELFARE AND BUSINESS MANAGEMENT

DEPARTMENT OF MBA



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Beyond Academic Walls

YOUR NETWORK IS YOUR NET WORTH, BUT YOUR PERSONAL BRAND IS THE BRIDGE THAT TURNS YOUR BRILLIANCE INTO VISIBILITY

On Monday, April 13th, students at IISWBM participated in a high-impact session on Skill and Employability, led by the Institute of Personality and Image Management (IPIM). This wasn't just a seminar; it was a powerful awakening to the competitive realities of the corporate world. The session kicked off with an energizing series of riddles that sharpened the room's mental agility, setting the stage for a deep dive into the four pillars of image management: Appearance, Behavior, Communication, and Digital Presence. These pillars served as a vital reminder that true employability is a holistic blend of how we present ourselves both in person and across the digital landscape.



One of the most resonant themes was the "Odyssey to Excellence," where the speaker challenged the traditional obsession with rank. Instead, students were encouraged to focus on the unique value they deliver and the lasting impact they create. The discussion emphasized that passion is the ultimate differentiator—those who are remembered are the ones who dare to do something remarkable, even when it's "out of fashion."

This philosophy was grounded in practical tips on body language and the art of personal branding, urging everyone to "turn brilliance into visibility." The mantra "Your network is your net worth" further underscored that professional success is built as much on meaningful relationships as it is on technical talent. As the session moved into the digital age, the focus shifted to LinkedIn strategy and ATS optimization. Students learned to craft keyword-rich profiles and maintain a consistent professional narrative between their online presence and their physical CVs.

Beyond the screen, the importance of professional grooming and a polished dress code was highlighted as the foundation of a strong first impression.



The experience concluded with a call to action: a 90-day challenge rooted in self-discipline, exercise, and healthy routines. Ultimately, the session provided a comprehensive roadmap for becoming industry-ready, empowering students to align their skills, mindset, and personal brand to truly stand out.

