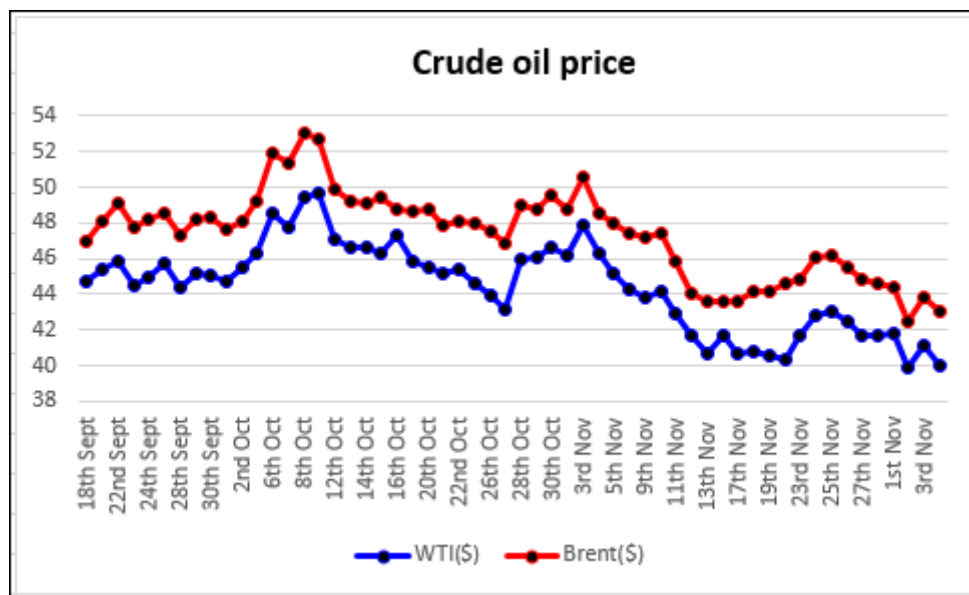


Post 5th December, 2015

Some of the news items for this week are as follows:



As expected, the OPEC meeting in Vienna on Dec. 4th made it clear that there would be no reduction in their production, even though some members had pleaded with Saudi Arabia to reverse the increasing production trend. It was rumoured before the meeting that Saudi Arabia would agree to cut 1 mb/d if some oil producers also agreed to do the same. This had led to some speculation in the market. Though the official OPEC production is 30 mb/d, it was indicated at the meeting that the current actual production was in excess of 31.8 mb/d, and there was no restriction imposed to curtail it to the official number. Also, OPEC said it would again review the situation in a few months to decide its course of action, when Iran's crude output returns to the market.

Oil prices dipped below the \$40 mark as any optimism about OPEC production cut got lifted.

For the lighter side this week:

Talking professionally, a brand is all about the reputation of a product or a person. In the present times, one can certainly take advantage of the social media, which is an integral part of our lives, to build one's brand. For personal branding, because only the wearer knows where the shoe pinches, building your own brand should be an exercise that an individual should undertake individually.

Though as the name implies, social media may be for socializing online, it can be taken advantage of. The prominent modes of social media that one can take advantage of are facebook, twitter, linkedIn and blogs. When you think of adopting these channels for building your brand, there are a few things one can consider or keep in mind which can be helpful.

One: it is a good idea to have a consistent profile on all modes of social media that catch your fancy or you are comfortable with.

Two: think of ways you can add or provide value to others by way of anything your post.

Three: Make it your habit to undertake some kind of writing. You start small and gradually you will catch up. For example, you may start tweeting messages, say once a week. The topic could be anything from greetings, social issues, technical jargon, ... anything. LinkedIn allows you to network with like-minded people.

Four: Your branding needs to remain active, or else as it becomes dormant and that is where you lose. People will tend to forget you fast.

Five: Give your branding priority and importance. This is your PR. Your branding is how people perceive you, and so you need to share the updates in your professional status all the time.

Six: Confidence is a key element in your branding. As you gain experience in your work, you gain confidence. It goes the other way too. To gain confidence, you need to stay on top of your game. If you make that your habit, you'll brand yourself well.

Seven: Never underestimate yourself. Every individual can make a difference by contributing. Begin with whatever you are good at.

Remember, it is your branding, which is going to stay with you all the time and bear sweet juicy fruit, which you can relish all your life.

Did you know that our planet Earth is 4.54 billion years old?

So much for this week!

Till the next post, stay safe and happy!