

ABSTRACT

Title: From Plate to Persona: Shaping Identity and Promoting Sustainable Nutrition through Soft Skills and Mindful Communication

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Background: In the modern era, health is a critical asset, and mindful food choices are increasingly recognized as part of personal brand identity. Effective communication skills, including empathy and mindful communication, play an essential role in how individuals present themselves through their dietary choices, enhancing cross-cultural connections and promoting sustainable eating practices. This study draws on the example of a celebrity working with a nutritionist to integrate health and sustainability into their brand.

Objectives: This study investigates the role of mindful communication and soft skills in shaping personal identity and brand awareness through food choices, with an emphasis on fostering healthy, sustainable eating habits.

Methods: A qualitative research approach was employed, utilizing in-depth interviews with image consultants, nutritionists, and advocates of ethical eating. Focus groups provided a range of perspectives on the impact of food choices on personal branding and public perception. Data was analyzed thematically to identify key components of cross-cultural communication and personal brand development linked to dietary habits.

Results: The findings show that soft skills such as empathy and active listening are pivotal in connecting food choices to effective communication. Participants highlighted the importance of mindful communication in supporting sustainable practices and bridging cultural differences. Additionally, the collaboration between public figures and wellness experts can amplify positive perceptions of nutrition, using authenticity and dedication to healthy living as core brand elements.

Conclusions: Viewing food choices as expressions of personal identity emphasizes the importance of communication skills and brand-building in promoting sustainability and health. Sharing knowledge about sustainable and nutritious practices can influence food culture, foster ethical eating, and connect diverse communities. This study highlights the essential role of communication and branding skills in creating a more sustainable and holistic approach to nutrition.