PERSONAL BRANDING
… a leadership requirement
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NECESSITY OF PERSONAL BRANDING
No matter what the business is, it is made of people. You might work for a business and that business may work with other businesses, however it’s PEOPLE and their relationships that make business relationships valuable.
NECESSITY OF PERSONAL BRANDING

A. Individual Success
   • Find better job
   • Be happy at work every day
B. Leadership requirement
C. More authenticity
D. Greater overall impact
E. Demonstrate executive presence

WHAT ARE THE BENEFITS OF A STRONG PERSONAL BRAND?

A. Enhance your own self awareness
B. Assist you to clarify and reach personal goals
C. Create visibility and presence
D. Create differentiation
E. Offers more control and power
F. Creates wealth;
G. Offers resilience;

SO WHAT IS A PERSONAL BRAND?

Marketing strategy focused on your most important product…

YOU
A brand is anything (tangible or intangible), a symbol, design, name, sound, reputation, emotion, tone, etc. that separates one thing from another.

- Consistent physical and mental impression that helps you achieve your personal and professional goals.
- Your brand should make you unique, relevant and differentiated.
- A brand = EXPECTATIONS. It creates the anticipation of a reliable deliverable every time.

CAUTIONARY STATEMENT:
SHAMELESS PROMOTION IS NOT SELF BRANDING

- Celebrities perceived arrogant, egotistical, flamboyant
- Managing your brand will keep it in check, prevent Kanye syndrome
- Ultimately brand is simply how people perceive you, which when done correctly is all about honesty and accuracy
- Full time commitment to living defined brand
  - Fluid, but expressed
  - Role model, mentor and/or voice that others depend upon
- May sound like a lot of responsibility or “acting” the part, but overtime your brand and persona become a natural pair, a synthesis and an instinctive reflection of who you are.
Personal branding is a fulltime commitment to living your defined brand.

Your brand may be fluid but must be expressed to your audience.

Managing your brand requires you to be a role model, mentor and/or voice that others can depend upon.

**PERSONAL BRAND TIMING**

**HOW DO YOU DEVELOP A PERSONAL BRAND?**

Spend some time with yourself, and more importantly LIKE & CARE for yourself!
Brand should be inclusive of needs, values, interests/passions, mission, vision and strengths.

a. Needs: get back what you need to fulfill your brand intent
b. Values: core principles give meaning to life
c. Interests/passions: things that intrigue & motivate you
d. Mission: an expression that clarifies what you are all about and what you want to do
e. Vision: ideal version of how you will use your mission
f. Strengths: certain abilities to accomplish vision

EXTRACT
Decide who you are and what you are known for being.

a. Describe yourself with 3 adjectives
b. Ask others to provide 3 adjectives
c. Settle on 4-6 characteristics/traits and build on your personal brand around those demonstrated abilities and expectations.

PACKAGING MATTERS
Your “wrapping” is what will get your product noticed, even if that product is YOU.

TANGIBLE
INTANGIBLE
FUN FACT
(‘FREAK FACTOR’)

EXTRACT
Love Yourself

Brand: needs, values, interests/passions, mission, vision and strengths.
CONSIDER A FICTIONAL DOPPELGANGER

CONSIDER A MENTOR

"Yes, the mentoring session went very well... I think even my mentee learned something!"

But mostly just be like PRODUCE... fresh, firm and colorful

HOW TO USE YOUR PERSONAL BRAND

Distinguish yourself in an otherwise same or similar game – be different.

Many people are doing the same thing, so add “ility”...

- Visibility
- Availability
- Personality
- Accessibility

Defend the difference.

(remember the expectations)
HOW NOT TO USE YOUR PERSONAL BRAND...

- Sex, politics & religion
- Education
- Offensive/insulting/degrading consequences
- Self-deprecation
- Negatively
- Safe zone

WHAT DO YOU DO WITH THE PARTS OF YOU OUTSIDE THE BRAND?

- Restraint
- Hobby
- Volunteer work
- Family

YOU HAVE A BRAND … NOW WHAT?
GET INTO THE NETWORK

Develop 30 second commercial “elevator speech”

Be a Rain Man

ENGAGE BUT RESPECT PERSONAL SPACE

MY PERSONAL AREA

Don’t stand in it!!
STOP AND SMELL THE ROSES

EMPLOY SOCIAL MEDIA

• Facebook, LinkedIn, Twitter, Instagram, etc.

• Rule of Consistency

• Address your audience

WHAT TO POST AS YOUR BRAND?

• News (increase awareness, attract customers/interest)
• Everything you do (launch new products or services, new employees, great promotions, LTO)
• Accomplishment or award (self or congratulate others)
• Inspirational story (caution about autobiographical assumptions)
• Useful, free resources
• Recent event/effort/product was success
• Debunk a myth (gluten, fat>muscle)
• Talk about charity interest
• Celebrate holiday
• Provide helpful tip
• Promote local team

CROSS PROMOTING YOUR BRAND

• Partner with others in business and non-business opportunities
• Join organizations, professional and personal
• Volunteer in the community
• Mentor
• Be a good neighbor

PAY ATTENTION TO RELEVANCE, AUDIENCE & REPUTATION
PERSONAL BRAND v CORPORATE BRAND
Maintaining individual identity but being part of a team

CLOSING THOUGHTS
3 MUST HAVES
DON’T LEAVE HOME WITHOUT THEM!

KEEP CALM AND DON’T TAKE IT PERSONALLY

Thank you, Lisa