

Personal Branding

Who am I?

Your personal brand is what people say about you when you're not in the room. To build your brand you must be authentic and consistent. Your words and actions define your brand, and help you develop trust among colleagues and build valuable relationships.

Your personal brand is about you as a whole person. Rather than job title or career affiliation, think about yourself in these five categories:

Functions: What do you do? What services do you offer?

Attributes: Characteristics or qualities you would use to describe yourself.

Strengths: What are you good at? What are you known for being good at?

Emotional Appeal: How do you make people feel?

Differentiators: What sets you apart from others, and makes you memorable and interesting?

Define Your Brand

5 functions that describe you:

5 attributes that describe you:

5 strengths you bring:

5 ways to describe your emotional appeal:

3 things that set you apart from others:

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How am I perceived?

A personal brand is a **perception** or emotion, **maintained by someone other than you** that describes your outstanding qualities and influences that person's relationship with you. **What other people think matters.**

Notes:

Managing Perceptions

What do I want to be known for?

What qualities do I want people to associate with me?

What's the first thing I want to have pop in someone's head when he or she hears my name?

Perceptions Assessment

Email 7 people in your professional and personal life (no parents or spouses). Ask the following questions:

- How would you describe me to someone else in 2-3 sentences?
- If my name were a brand, what would 3 key attributes be?
- What do you think is my specific expertise?
- Is there a special unmet need I fill? What is it?
- What is an example of a problem you'd look to me to solve?
- What do you think I am most passionate about or interested in?
- Are there any specific areas in which I could benefit from professional development or coaching?

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What are my values?

Your values are what **you** believe is important. Values are evident in the way you do things.

STEP 1: Make a list of 20 people you admire (personal, professional, or famous. Living or dead. Fictional or real-life)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

STEP 2: Next to each name, list the qualities you like about this person.

STEP 3: Review the list as a whole, see if any themes emerge in the qualities you listed. Which of these qualities have deep personal meaning or importance to you? Choose 3. Write those down at the below and rank them in order of importance.

1. _____
2. _____
3. _____

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Networking

Networking is an **information exchange** between you and another person. It's a **give-and-take process** of meeting and connecting with people, with a goal of building **lasting relationships**.

People You Need

1. Supporter: _____
2. Chearleader: _____
3. Planner: _____
4. Employment Expert: _____
5. Coach: _____

10 Tenets of Successful Networking

1. **Give more than you expect to get.** What you do for people when you don't need anything in return speaks volumes.
2. When meeting new people, don't launch into the elevator speech. Instead, **be interesting, conversational, and engaging.**
3. **Be authentic.** Be who you are.
4. **Listen actively.** Learn people's names. Make eye contact.
5. **Follow through** with what you've offered to do for someone.
6. Look for ways you can regularly reach out and **build a reputation for being a resource to others.**
7. **Be specific** in your requests when asking for something. Do your homework and clearly articulate what you need.
8. Have a system for **tracking contact information and notes.** Keep it up to date.
9. **Be considerate.** Be mindful of others' time. Be mindful of your own time.
10. **Say thank you.** Always, always say thank you.

Notes:

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Write a new bio!

Your story -- and your professional bio -- is best when it shows the impact you have on others.

Not-Great Example: Lisa Witmer is a speech pathologist. She received her B.A. in Speech Sciences from University of Central Florida and her Master's from Howard University. She has been a speech pathologist for 11 years. Prior to her work in this field, Witmer worked at a healthcare nonprofit, and is now at MedStar Health. She enjoys the speech-language field because she likes people.

Better Example: Lisa Witmer's 11-year commitment to empowering others through speech and language therapy has improved the lives of more than 2 million children in rural, underserved communities across America. Lisa's innovative and interactive Medicaid/CHIP seminars have been lauded by three governors, and she was the driving force behind Mississippi's 300% increase in children receiving therapy to be ready to start kindergarten on time. Lisa is an engaging and entertaining speaker, and she enjoys working with communities on creating school-readiness initiatives.

Now, it's time to write your own fresh, new bio!

Step 1: Write down 2 accomplishments you are proud of (and can "brag" about):

Step 2: What was the impact, outcome, or results of those accomplishments:

Step 3: Why are you the best person to tell the story about your career and how you empower others:

Step 4: What action do you want to inspire others to take:

Now, write your bio, showcasing the impact your work has on others, and the value you bring:
