

Sample Content - [Click Here](#) to Order The Complete Resource.

leadershipquantifiedTM

World Class Consulting. No Consultants Required.TM

Increase Your
Perceived Value:
Create and Convey
Your Personal Brand

In association with

CSU The California State University
WORKING FOR CALIFORNIA

Sample Content - [Click Here to Order The Complete Resource.](#)

Increase Your Perceived Value: Create and Convey Your Personal Brand

Published by Leadership Quantified, 220 Newport Center Drive, Suite 11-517, Newport Beach, California. <http://www.leadershipquantified.com>, 800.636.8189, contact@leadershipquantified.com

Special discounts are available to corporations, professional associations, educational institutions and other organizations. For details, email contact@leadershipquantified.com.

Copyright © 2017 by Bobby Ocean

Assessment Worksheets Copyright © 2017 by Bobby Ocean

“Getting the Most from this Coaching Resource,” Copyright © 2017 by Leadership Quantified.

Leadership Quantified, World Class Consulting. No Consultants Required. Lead/Quant and Advance. Ascend. Achieve are trademarks of Leadership Quantified.

Copying, use and/or reproduction of this material in any form or media without prior written permission is strictly prohibited. All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means now known or in the future, including information storage and retrieval systems, without written permission from the author or publisher, except in the case of a reviewer, who may quote brief passages embodied in critical articles or in a review.

Trademarked and servicemarked names may appear throughout this book. Rather than use a trademark or servicemark symbol with every occurrence of a trademarked or servicemarked name, names are used in an editorial fashion, with no intention of infringement of the respective owner's trademark or servicemark.

In examples provided, in order to preserve client confidences and protect client identities, certain facts are altered including but not limited to name, age, gender, position, date, geographical location and industry. The essential facts, the point illustrated and the lesson to be learned remain actual.

The information in this book is distributed on an “as is” basis, without warranty, and does not constitute legal advice. Although every precaution has been taken in the preparation of this work, neither the author nor the publisher shall have any liability to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by the information contained in this book.

Sample Content - [Click Here](#) to Order the Complete Resource.

Table of Contents

Getting the Most from Leadership Quantified Resources	1
How Your Personal Brand Increases Your Perceived Value	3
Step 1 - Assessment: What the World Thinks It Knows About You	5
Step 2 - Laying Your Story's Foundation	7
Step 3 - Crystallizing Your Story	12
Step 4 - Conveying Your Story as Your Personal Brand	17
Step 5 - Expanding Your Perceived Value and Opportunities	22
Addendum - Using This Resource to Keep Growing Your Success	25
Recommended Readings and Resources	27
About the Author	28
Badges, Super Badges, Certificates and Continuing Education Units	29

Also included with this Resource:

Assessment Worksheets (fillable PDFs)

Story-Building and Branding Worksheets (fillable PDFs)

To order a copy of this Resource, [click here](#).

Getting the Most From Leadership Quantified Resources

Consulting is personal. Coaching is even more so.

Coaching is developmental. It isn't about skills - or, at least, not just about improving your skills or giving you new 'chops.' That's training and it's not the same thing.

Coaching asks you to look at your thinking process so that you can figure out *why* you're taking the actions you take. Because those actions aren't arbitrary. They're based on the thinking that you're doing with the information you've had...up until now.

Coaching challenges your thinking. As a result, you identify different ways of looking at the same situations. Then, as a further result, you make better decisions than before about the actions you'll take. Or not take.

That means, at each Step you're developing yourself further and, as a result, realizing more and more success.

To make this highly personalized process work, however, there are two Non-Negotiables - and they can't be emphasized too strongly:

1. Your ultimate success depends upon doing the assessment, and
2. You need to take each Step one-at-a-time.

The reason you *always* start with an assessment (we're really not kidding about this) is that the expression "you manage what you measure" is true.

The only reason, so we're told, that it's worth taking the time to pay attention to anything you or anyone else is doing is because, somehow, in some way, it's got a measure attached to it. It doesn't matter whether you put the measure to it or it's being measured by someone else. The only important thing is that it's being measured.

You want to give your own development that level of importance.

The measure doesn't have to be "hard," numerical or quantitative. "Soft" or qualitative measures count, too, because, ultimately, they can be converted into numerical measures when combined with other quantitatively measured factors.

So, as you go through the assessment, you may see a combination of both "hard" and "soft" measures. Do them all. There's a reason they exist.

Sample Content - [Click Here](#) to Order the Complete Resource.

Which brings us to our second Non-Negotiable - taking each Step one-Step-at-a-time.

You're going to want to read through the Resource all at once...even speed read it. You may decide you want to read the last Step first so you know where you're going and can skip all the early stuff.

Don't do it. Give yourself and your development the gift of time - just as you would if we were sitting together in regularly scheduled sessions...because that's what this is and that's what we're doing.

Take the time to go through each Step thoroughly - one at a time - so that you are precise and detailed in your thinking. The Steps are tasks - all easily accomplished. The thinking at each Step is strategic - and that takes time.

Which leads us to your WIIFM (What's In It For Me):

The Return on Investment (ROI) of your time and attention will be visible to you and others as you put each Step into practice.

Every Step is designed to help you get where you want to go efficiently and effectively.

And, as you move your way through each Step in the Resource, you'll find that the initial assessment information comes into play time and again - even when you replicate the Resource to get to your next stage...and the one after that...and the one after that....

Your future success starts now.

How Your Personal Brand Increases Your Perceived Value

There are a lot of people out there saying a lot of things about the importance of personal branding. Some of them are right. Some of them...well, let's just say, not so much.

What's my issue with the second group? It's that they confuse personal branding with corporate branding - and they're really not the same.

You're not a car or a soft drink or a dry cleaner. You may be going through the same process called "branding" but the way you go about it and the outcome of the process has everything to do with you - personally - and *not* the job you're doing, the career you're pursuing, the industry you're in or anything else external to you.

Personal branding is the story you tell about you - every day in every interaction with every person you meet...

- in person
- on social media
- on the phone
- through email....

You're always telling the same story. *Your* story.

It's that consistency that creates and continues to build your perceived value to others.

Because your story is - and always needs to be - that you can be trusted. What you're being entrusted with doesn't matter. It's that the people who know you - and want to know you - know that you're a trusted resource.

You show up.

You deliver.

You exceed expectations.

You're the go-to person they want on their team or in their organization - no matter at what level. And the higher the level, the better and more they want you. From independent contractor to front line employee to team leader to CEO. They want you because there's consistency between your brand and your actions. They'll also fight to keep you.

It's Not What the World Says. It's the Story You Tell That Matters.

Remember when “geek” and “nerd” were insults? When wearing glasses and talking computers meant you’d never find a life partner, find success or make any money?

Right.

It’s safe to say that Bill Gates (Microsoft/Bill and Melinda Gates Foundation) or Larry Page (Alphabet/Google) or Jack Ma (Alibaba) or Mark Zuckerberg (Facebook) never worried about how the world was branding them. They knew who they were (and are), what they wanted to contribute (and still do) and what they want their legacy to be.

(And doesn’t it make you wonder whether there would have been women’s names on that list if they had known how to brand themselves the way the men did?)

But wait, you’re thinking. I’m not in tech and my vision isn’t about changing the world. This isn’t the same.

You’re wrong. It’s no different for you.

You have a story to tell about yourself - just like they did - and the better you tell your story the more you’ll change your world and the world of those around you.

Your story is different - just as each of their stories were and are different. But, like them, now it’s time for you to tell your story. Your way.

Then, even as you tell your story, because you’re simultaneously delivering on it, your personal brand will grow in value. Everyone exposed to your story will know it’s true.

By going through each Step in this Resource, you’ll clarify the story you tell, the ways you tell it, how you’ve gone wrong in the past...and how to fix that...and how to build your brand even further over time.

About the Author

Bay Area Radio Hall of Fame Inductee Bobby Ocean has been lauded throughout his career for his contribution to creating a sound, feel - and profits - for his work in radio.

Writer, Narrator, Audio/Video Producer and Master Story Teller, Bobby Ocean is known worldwide as *"The voice you know, the way you like it"* because, for decades, companies including Toyota, Isuzu, Coca Cola, and commercial broadcast radio stations across the United States - from San Francisco and Los Angeles in the West to Miami and Boston in the East - have turned to Bobby to create a "voice" for their brands that the customers will remember.

And the customers do.

Having begun in the visual arts as a cartoonist for Top 30 music surveys, Bobby extended his image creation activities through voice work – eventually becoming one of the most well-known and successful DJs in the United States. From there, he has expanded his voice and content production work into the world of satellite and online streaming venues.

Throughout that time, Bobby has written, voiced and produced compelling online tactical and initiative marketing campaigns for his clients that consistently convert to sales.

Now, as a natural extension of his marketing and branding activities, Bobby extends his expertise to generating immediate conversion in the social space. Known for creating brand strategies that simultaneously inform and inspire known and desired target audiences, Bobby's proprietary relation-based brand expansion methodology builds brand-based communities focused on active participation and engagement between the customers and the brands.

Sample Content - [Click Here](#) to Order the Complete Resource.

Badges, Super Badges, Certificates and Continuing Education Units

in association with



As you complete each Leadership Quantified Resource, you qualify for Badges, Super Badges, Certificates and/or Continuing Education Units (CEUs) through our relationship with the California State University system.

If you purchased this Resource through a CSU portal or website, you will be contacted automatically with information about how to receive Badges and Super Badges, complete customized, stackable Certificates and/or request Continuing Education Units.

If you purchased this Resource directly through the Leadership Quantified website and are interested in receiving any of these benefits, please email us at contact@leadershipquantified.com.

To order a copy of this Resource, [click here](#).



For more information about Leadership Quantified Resources and experts [visit our website](#) -
and be sure to [subscribe to the Leadership Quantified™ Newsletter](#)
to be first to know about our new and upcoming Resources.