# Developing Your Personal Brand

Presented for McCombs Alumni

Careers in Motion LLC February 18, 2010

# Agenda

- Branding: definitions
- Career benefits from personal branding
- The process to define your brand
- Conveying your brand in WORDS
- Making VISUAL impact
- Online and social media to build your brand
- More tips

### **Definitions**

- 1. In marketing, a brand is the symbolic embodiment of all the information connected with a product or service. A brand typically includes a **name**, logo, and other visual elements such as images or symbols. It also encompasses the **set of expectations** in the minds of people in association with that product or service.
- 2. **Being known distinctively** (for what you want to be known for)

## Key elements of your brand

### PRODUCT

- Key information about yourself
  - Function/expertise
  - Company/industry
  - Education
  - Hobbies/interests

### REPUTATION

- How people perceive/experience you
- Your actions speak louder than your words
- Qualities: character, enthusiasm, friendly, charismatic, great leader, loyal, innovative

## Career Benefits of defining your brand

- Gain clarity on yourself/career / purpose
- Compass for important decisions and setting priorities
- Confidence in your strengths/what you offer
- Attract opportunities for you/your employer
- Job search (passive/active)

### Defining your personal brand

- Introspection/reflection
  - Review/analyze your accomplishments
  - What are your strengths? In what are/can you be the best?
  - What is your personality type?
  - In what companies/cultures/jobs did you thrive? Why?
  - Review assessments and performance reviews
  - About what are you passionate? What are your values?
  - Get input/feedback from others
- Goal setting
  - What are your career goals (short term and long term)?
  - What is the highest level you would like to attain?
  - What personal and family goals do you have?

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### Defining your Brand: the process, cont'd

- Summarize your findings into a few sentences:
  - What's distinctive about you?
  - Who is your target audience?
  - How do you want to be known currently? In a few years?

# Conveying your brand in words

#### Your PITCH

- It's your self-introduction or answer to "what do you do?"
- Prepare and practice it
- Provide useful information
- Modify it for the situation
- Reciprocate

## **Construct Your Pitch**

- For self introduction:
  - My name is \_\_\_\_\_.
  - I'm a(n) \_\_\_\_\_ in the \_\_\_\_ industry.
  - I currently (most recently) work for \_\_\_\_\_ where I \_\_\_\_\_.
  - My specialty is \_\_\_\_\_\_.

- For interviews and networking meetings:
  - I'm a \_\_\_\_\_ with X years experience in \_\_\_\_, and \_\_\_\_ at \_\_\_\_ and \_\_\_\_.
  - The three most important things you should know about me are:
    - -----,
    - · \_\_\_\_\_, and
    - -----

# In your pitch:

### DON'T

- Tell your career story
- Be too general ("I'm a consultant"; "I work for a technology company")

### • DO:

- Start off with your present or most recent job
- Name Drop (Dell, Pepsi, PWC, ExxonMobil)
- Personalize
  - "While at XYZ I worked on the Big Name Project"
  - "I LOVE adventure travel, so working for Outward Bound is a great fit for me"

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## Conveying your brand in words, cont'd

- Your answer to "what's new?"
- Share news w/ others
- In meetings
- Resume/bio
- Business cards
- Email address
- Email "signature"
- Voice mail message

# Conveying your brand visually

- Appearance counts
  - Appropriate for your function, age and aspirations
  - Be stylish
  - Clothes should fit well
  - Professional business picture

#### Be seen:

- Industry events
  - Name and name tag
  - Handshake
  - Business cards
- Company events

# Conveying Your Brand Online

- LinkedIn have a robust profile and use it
- Google your name
- Be a subject matter expert
- Blogging
- Facebook, Twitter, etc.
- Self promote appropriately
- Respect your employer's brand

# More brand building tips

- Keep a file of accomplishments
- Company initiatives/committees
- Professional organizations: join, attend, get involved
- Alumni organizations
- Volunteering/not-for-profit
- Get public speaking experience
- Make networking a priority
  - Accept invitations from job seekers

## Resources

- See <u>www.careersinmotionllc.com</u>; for free articles and information on help with career changes, resumes, interviewing skills and more.
- Recommended career management books: www.cimllc.com/books.html
  - Career Distinction by William Arruda and Kirsten Dixson
  - Now, Discover Your Strengths, by Buckingham and Clifton
  - Self-promotion for Introverts by Nancy Ancowitz

### Be Yourself, But be the Best Self You Can Be

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