Developing Your Personal Brand

Presented for McCombs Alumni

Careers in Motion LLC
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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
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?
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”
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 [www.careersinmotionllc.com](http://www.careersinmotionllc.com); for free articles and information on help with career changes, resumes, interviewing skills and more.

- Recommended career management books: [www.cimllc.com/books.html](http://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

Careers in Motion LLC
www.careersinmotionllc.com