

BUILDING YOUR PERSONAL BRAND



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World Engineers Summit
September 2013

AGENDA

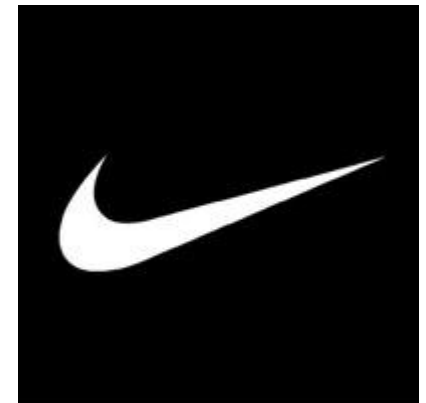
- ☞ Introduction
- ☞ Personal Branding Overview
- ☞ Personal Branding Activity 1
- ☞ Personal Branding Activity 2
- ☞ Brand Exposure and Enhancement

INTRODUCTION



“Personal branding means using who you are to get what you want from life. ”

William Arruda



NAME THE BRAND

1. The Greatest Basketball Player of All Time
2. Real Estate Mogul
3. King of Start-ups
4. The Genius at Self-Reinvention and Self-Promotion
5. The Everyman of the Big Screen
6. A Catalyst for Transformation in People's Lives
7. Computing Genius and Philanthropist

NAME THE BRAND

1. Michael Jordan – The Greatest Basketball Player of All Time
2. Donald Trump – Real Estate Mogul
3. Richard Branson – King of Start-ups
4. Madonna – The Genius at Self-Reinvention and Self-Promotion
5. Tom Hanks – The Everyman of the Big Screen
6. Oprah Winfrey – A Catalyst for Transformation in People's Lives
7. Bill Gates – Computing Genius and Philanthropist

PERSONAL BRANDING OVERVIEW



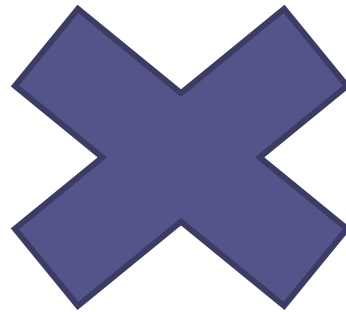
"People will forget what you said, people will forget what you did, but people will never forget how you made them feel." - Maya Angelou

WHAT IS A PERSONAL BRAND?

Brand

Name

Logo



Slogan

Design

WHAT IS A PERSONAL BRAND?

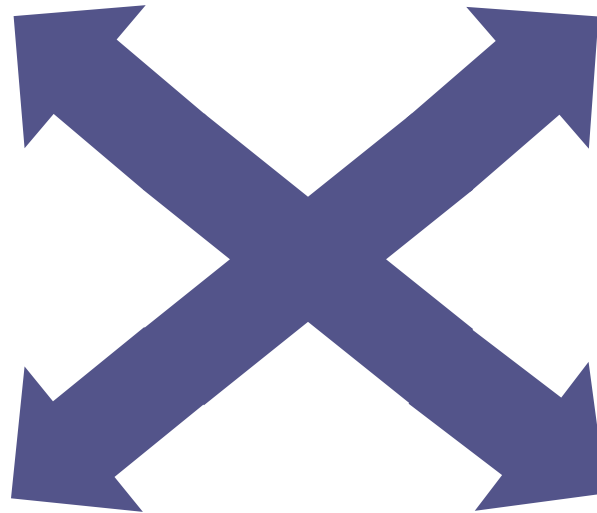
Personal Brand

Awareness

Perception

Reputation

Trust



WHY IS PERSONAL BRANDING IMPORTANT?

- ☞ You are already a brand
- ☞ Strong personal brand identity can advance your career and personal goals
- ☞ Branding is not just about self promotion, it is about differentiation

Personal Brand = { Strengths + Value + Visibility } × Engagement

WHY IS PERSONAL BRANDING IMPORTANT?

**What You
Do Matters**

**How You Do It is
Important**

**Why You Do It
is Critical**



HOW TO BUILD YOUR PERSONAL BRAND

Brand Attributes

- ☞ Authentic
- ☞ Clear
- ☞ Concise
- ☞ Consistent
- ☞ Persuasive
- ☞ Visible
- ☞ Valuable
- ☞ Memorable

Brand Elements

- ☞ What do I Do?
- ☞ Who do I do it For?
- ☞ How am I Unique?
- ☞ Why do I do it?
- ☞ = YOU: The Brand

STEPS TO BUILD YOUR PERSONAL BRAND

∞ Discover

∞ Create

∞ Communicate

∞ Maintain



PERSONAL BRANDING EXERCISE 1



"Whatever you consistently attach to the words 'I am,' you will become." - Zig Ziglar

SAMPLE PERSONAL BRANDING STATEMENTS

- ∞ “I am a passionate, creative and inspirational musician who brings excitement, focus and leadership to open-minded, engaged and curious audiences (or students) in order to create a memorable experience they will want to share with their communities.”
- ∞ “Sitting at the intersection of technology and business, I use my passion for communication to help IT professionals in Fortune 100 companies express themselves in ways that are understood by business people.”
- ∞ “I inspire and activate high-achieving salespeople in healthcare organizations through my focus on motivation, positivity, empathy and competition.”

BUILD YOUR PERSONAL BRAND STATEMENT

with the 15secondpitch.com Method

☞ My Name is: _____

☞ I am a (an): _____

☞ Specializing in: _____

☞ What you do: _____

☞ Why you're the best: _____

☞ Your call to action: _____

PERSONAL BRANDING EXERCISE 2



"If you can, be first. If you can't be first, create a new category in which you can be first."
Al Ries & Jack Trout, The 22 Immutable Laws of Marketing

TWITTER CONTEST

- ☞ Modify your personal brand statement into a tweet
- ☞ Visit <http://arbunize.com/resume/44-pages/109-twitter-contest>
- ☞ Sign in to enter your tweet or follow instructions to create twitter account
- ☞ Contest Sept 13 – Sept 20
- ☞ The awards are in two categories –
 - Most Innovative
 - Most Re-tweeted
- ☞ Winner gets a free Tshirt.*



BRAND EXPOSURE AND ENHANCEMENT



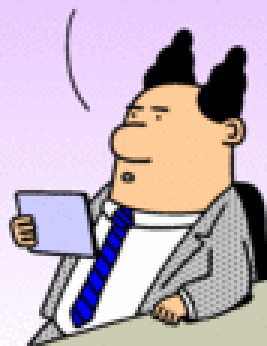
"A brand's strength is built upon its determination to promote its own distinctive values and mission."
Professor Jean-Noel Kapferer, (Re)Inventing the Brand (2001)

YOUR ENGINEERING EXPERIENCE LOOKS GREAT, BUT YOUR SOCIAL MEDIA SCORE IS NEARLY ZERO.



Dilbert.com DilbertCartoonist@gmail.com

YOU HAVE NO FRIENDS, NO FOLLOWERS, AND NO SOCIAL INFLUENCE WHATSOEVER.



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BECAUSE I FOCUS ON MY WORK!



NO, I'M PRETTY SURE YOU'RE DEAD.



TOOLS TO ENHANCE and EXPOSE YOUR BRAND

☞ Resume & CV

☞ Portfolio



☞ Business Card

☞ Email Signature

☞ Personal Website

☞ Social Network Sites

☞ Blogs



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PERSONAL BRAND PROMOTION

- ☞ Keep your brand current
- ☞ Purchase
www.yourname.com
- ☞ Speaking engagements
- ☞ Network, network, network



SUMMARY

- ☞ YOU are a brand – Define and control your personal brand or others will do it for you
- ☞ It's not about how many people know you, but how they know you
- ☞ Acknowledgements: Shivam Dhawan, Consultant at Arbunize

THANK YOU!

“Be Yourself, Everyone Else is Already Taken”.
Oscar Wilde, Author and Playwright