



# Your Personal Brand

## Differentiation for success

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October 6, 2014

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Perception is reality.









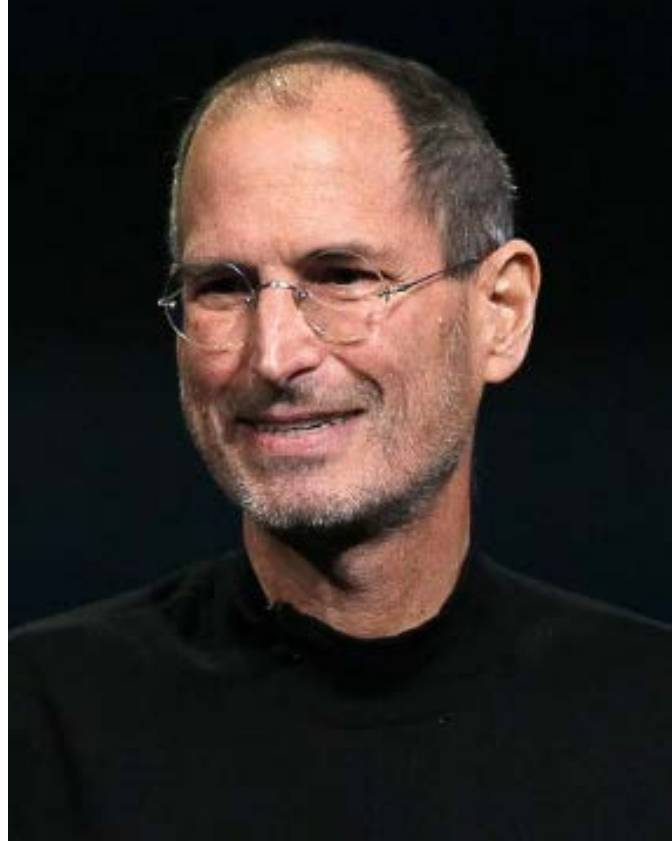




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# Discussion Questions

”

What was the same or different about your perceptions and your tablemates'? What's behind those shared/contrasting perspectives?

”

Did you have a different reaction to the brands of corporations vs people? Why might that be?

”

How aligned was your perception of a brand with what you believe the company/individual cultivates or promotes?

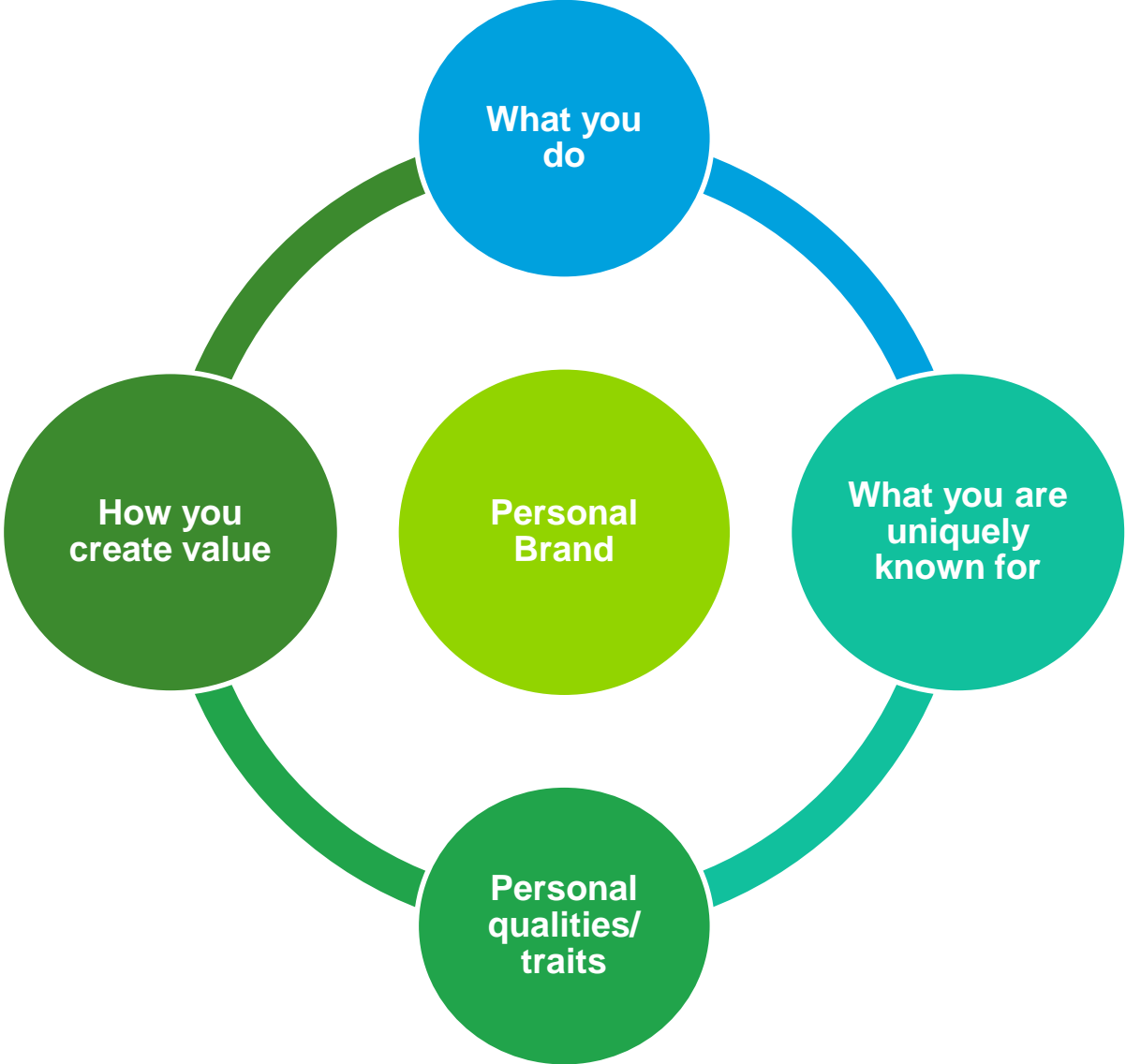
”

**Does it matter? Why?**





A *personal brand* is typically defined in terms of:



# Your Personal Brand – A Unique Promise of Value

**Personal branding** pushes us to make the following equation true:



Your **self-impression** =  
How people **perceive** you

...often, women are challenged to **define, maintain and promote** their brands!





# Discussion Questions



To what extent did the characteristics you used to define yourself during the pre-work match the characteristics that others used to define you?



Did you experience an “aha moment” as you received responses from your friends, family, or colleagues?



What experience(s) have helped you define your personal brand – and how have you evolved it (or not) as you assumed leadership positions?



How to build a



# Begin Shaping Your Personal Brand

## Key Elements

- It must be about your **passion!** What excites you at your work?
- It must **differentiate you** from others. What do you do or know that **stands out** among your peers or within your state/district?
- It must **showcase your strengths**. What are your personal qualities or traits?
- It must be **valuable** to your peers, your district and your constituents.



*I am known as what who consistently delivers value to whom.*

**A brand statement can be something like:**

# Develop and Cultivating Your Brand

- Select the two or three TOP characteristics you want other people to see in you
- Develop a brand statement that addresses:
  - What you are known for
  - What value you deliver
  - Who benefits from your expertise or services
- Highlight your uniqueness.
- Test your statement with others.
- Refine and repeat.
- Walk the walk, talk the talk and act the part!
- Harmonize your on-line presence for consistency.

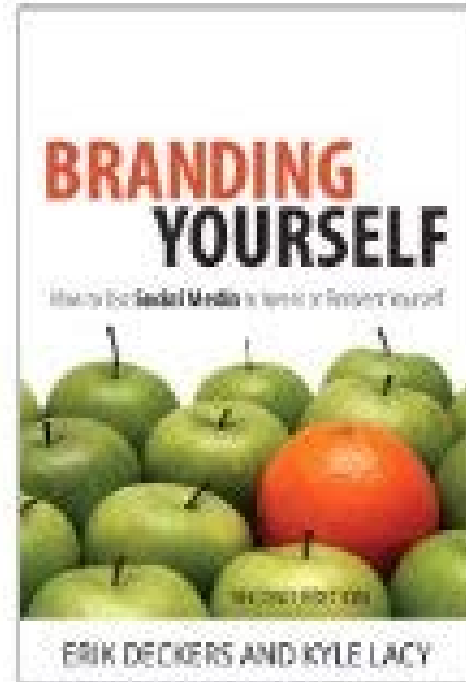




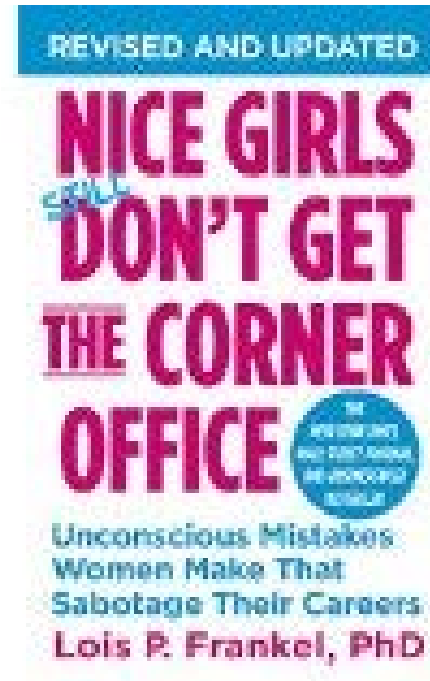
# Resources



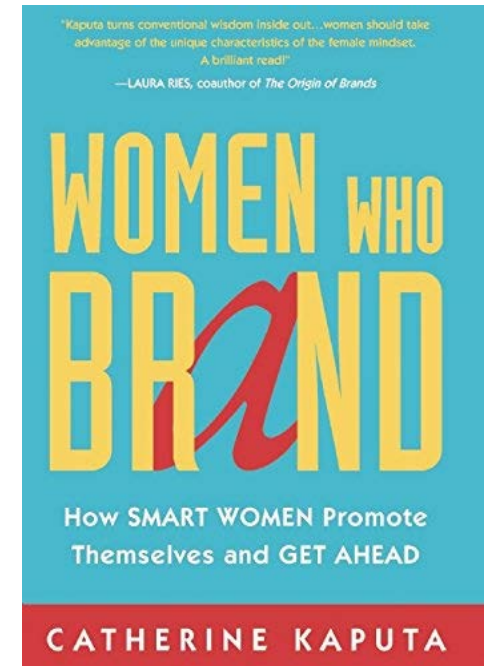
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