The Power of a Personal Brand

Presented by Sarah Setterfield
PERSONAL BRANDING
brand (n.)

name, term, design, symbol, or any other feature that identifies one seller's goods or services as distinct from those of others
Your Personal Brand - attributes which distinguish you from others
Who you are

What you do

Influences people in your direction
How successful people get jobs (3281 jobs)

- 5% Asked about jobs in other areas
- 8% Created or negotiated
- 10% Previous relationship with manager
- 10% Alerted by their network
- 35% Invited to apply based on reputation

This is a Personal Brand at play!

- 69% Informal Methods
- 31% Formal Methods
- 9% Internal ads
- 22% external ads (first jobs are a large percentage)

Source: Talent & Potential
Success is ALL about...
Successful Brands

Google

YouTube

NIKE

Apple

Firefox

Batman

Twitter
Successful Brands
Benefits of a successful brand

- **Customer loyalty**
  - Only choice
  - We forgive mistakes

- **Price premium**
  - Average, 9 - 12% more

- **Can diversify into new markets**
  - We will try something different from them
A successful Personal Brand

- People want to work with you
- You can charge more
- You can suggest change and people will trust you
Your Personal Brand should let people know:

1. Who you are
2. Why you are different
3. That you are the best choice
### Exercise: Your Natural Brand

<table>
<thead>
<tr>
<th>Easy to do</th>
<th>Hard to do</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The core of your brand</strong></td>
<td><strong>Enhance your brand</strong></td>
</tr>
<tr>
<td>Comes naturally to me</td>
<td>Learned skills</td>
</tr>
<tr>
<td>Here you will effortlessly outclass others. Don’t undervalue these skills!</td>
<td>These skills support your brand but will not usually distinguish you from others.</td>
</tr>
<tr>
<td>It’s simple but I don’t do it</td>
<td>Hard for me</td>
</tr>
<tr>
<td><strong>Teamwork or Strategies</strong></td>
<td><strong>Design this work out</strong></td>
</tr>
<tr>
<td>Get help, or use strategies to manage the weakness.</td>
<td>Career choice</td>
</tr>
<tr>
<td></td>
<td>Role negotiation</td>
</tr>
<tr>
<td></td>
<td>Complementary team</td>
</tr>
</tbody>
</table>

Don’t undervalue these skills!
Brainstorming Your Personal Brand

7 Things You Can do Right Now!

1. Ask colleagues, customers & staff how they see you
2. Make a list of your strongest professional traits & skills
3. Compare your list with what others tell you. How do they differ?
4. List your main competitors and their ‘personal brand’
5. List the things that make you different from others in your field
6. Write down the traits you share with your best customers
7. Ask referral clients what was said about you
Is your brand **visible**?

Or is there a gap?
I am professional

The quality of my work is one of my greatest assets

I take pride in customer service

I’m a very approachable person

I want to make partner in the firm I work for

I’m a team player

My clients like my attention to detail

Outside work I like nothing more than a round of golf

I believe that trust is the cornerstone to building successful relationships

I believe that trust is the cornerstone to building successful relationships
I take pride in customer service.

I want to make partner in the firm I work for.

I am professional.

The quality of my work is one of my greatest assets.

I'm a team player.

My clients like my attention to detail.

Outside work I like nothing more than a round of golf.

I'm a very approachable person.

I believe that trust is the cornerstone to building successful relationships.

The quality of my work is one of my greatest assets.
Lack of Visibility Diminishes Your Credibility
LOOK

TALK

THINK

ACT

Most observable

Most important
Answer their questions (3 – 7 seconds)

1. Are you a professional?
2. Are you successful?
3. Can I trust you?
4. Will you understand my needs?
5. Will you do a quality job?
6. Am I prepared to give you my business?
When selling the invisible...

Make it visible!
Remember these two?

Success is 90% visibility!
What steps can you take?
Plan your **Personal Brand**

What is the **reputation** you want?
Exercise

What do you want people to think about you?

This is your desired Personal Brand

A sentence of 7 words to describe your Personal Brand
Some words to help!

Professional • Reliable • Effective • Powerful • International
Amusing • Confident • Knowledgeable • Driven • Distinctive • Friendly
Serious • Assertive • Perfectionist • Easy-going • Sophisticated
Disciplined • Understated • Dynamic • Approachable • Dramatic
Global • Innovative • Thoughtful • Open • Reflective • Impressive
Reserved • Natural • Well-mannered • Modern • Leadership • Patient
Creative • Independent • Team player • Integrity • Focused • Deep
Competitive • Generous • Risk-taking • Influential • Individual
Resilient • Decisive • Motivated • Successful • Capable • Kind
Self-aware • Forward thinking • Slick • Factual • Restrained
Trustworthy • Direct • Impatient • Outgoing • Sociable • Diplomatic
List the **characteristics** your prospects/clients are generally looking for

1. 
2. 
3. 
4. 
5.
Do they match?
Your Personal Brand Blueprint

Professional, caring, knowledgeable, looks for the best outcome for client & trustworthy
Your current footprint

Take stock
Within the next 24 hours

Ask 3 people …

“how would you describe me?”

If you have your phone with you, text someone now!
LOOK

• Appearance including body language
• Energy, passion, spirit
• Surroundings such as personal work space

TALK

• Speaking patterns & vocal quality
• Tone of voice which reveals attitude
• Word choices and use of language
• Ability to hold a conversation

THINK

• Capacity to think strategically
• Ability to organise ideas coherently
• Ability to think clearly under pressure

ACT

• Acting consistently with integrity
• Willing to listen to others’ ideas
• Being genuine and engaging with others
• Demonstrating humility and a sense of humour
• Being competent and accountable for results
Is your Brand working?
A consistent and appropriate brand sells you without you being there.

We talk about excellent service .......... and poor service.
Leverage your Network

Anybody you want to meet is only ever 4-5 connections away!
And remember…

People Buy People

Who are most like them
“Get comfortable with self branding. You have got to learn to market your skills. Don’t sit back thinking if I keep doing a great job someone will notice me. Treat self branding as a competency and master it.

Be true to yourself, do not try and be something you are not but do not short change yourself – optimise your capabilities.”