

Building Your Brand



Make It!

Market It!

Manage It!

"Personal branding is unearthing what makes you exceptional and developing plans to use that to demonstrate your value and to achieve your goals."

Dan Schawbel, Me 2.0

Diane Thieffoldt

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1



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2

What is a Personal Brand?

- ▶ Your reputation
- ▶ Your differentiator
- ▶ Your promise of value
- ▶ Your physical, emotional and social demeanor
- ▶ Your brand is you!



"Brands differentiate."

Ram Charan



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Building your Brand



"Change is your future, branding is critical, but no one has ever taught you how to navigate this stuff."

Martin Yates

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The 21st Century Workplace



#1 Career Question

Now What?

*"The mantra for the future:
anticipate, adapt, and act."*

Jay Block



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The 21st Century Workplace



**"There is a shift from
lifetime employment to
lifetime job search."**

Kent Burns,
The New Paradigm in Recruiting, 2008

*"It's important to build a personal brand,
because it's the only thing you're going to have."*

Gary Vaynerchuk



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The 21st Century Workplace



“Our prior estimate of 3 careers in a lifetime is now increasing to as many as 7 careers.”

Life Two,
career counseling organization, 2010

YOUR CAREER →



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The 21st Century Workplace



“On average, people hold approximately 14 jobs by age 40. Job longevity lengthens as we age, but it doesn’t mean we’re happy.”

Bureau of Labor Statistics 2008



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The 21st Century Workplace

“If you are going to survive and prosper over your work-life, you have to start paying attention to the management of your career . . .”

- Martin Yates, NYT best selling career author



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9

Your Brand Defines You!

What are you best known for?

What do others notice about you?

What do your actions & your performance say about you?



bold ● analytical ● risk taker ● future
focused ● great teammate ● talent developer
● creative genius ● exceptional expert
● innovator ● collaborator ● decision maker



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Remarkable You Story!

Situation – think of a recent workplace situation that represents an accomplishment for you.

Tasks & Actions – break it down; what specific things did you have to do to make this happen?

Results – what was accomplished because of your work or efforts?

Partner:

- Write down every positive word that comes to mind as you listen to the story.
- Your list should contain at least 10 words.



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11

Make it!

Personal Brand Statement

1. **I use my talents, strengths, skills, passions, and expertise:**

such as . . .

2. **To do what:**

to satisfy what need, to achieve what goal, to deliver what results

3. **For whom:**

employees, clients, people, profession



A clear, concise summary of how you intend to solve a problem, meet a need, or make a difference.



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Make it!

Personal Brand Statement

 **I bring inspiration and innovation to every athlete in the world.**
Phil Knight, Founder, Nike

I use my personal energy and positivism to beat adversity and be a champion.”
Lance Armstrong



bobvila **I inspire ‘regular guys’ to start home improvement projects.**
Bob Vila

A brand is something you believe in, you are passionate about.
Tony Hawk
[How Did I Get Here? The Ascent of an Unlikely CEO](#)



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Make it!

Personal Brand Statement

My brand statement:
Simple to say, easy to articulate.

“I inspire and activate high-achieving salespeople with my focus on motivation, positivity, empathy, and competition.”
Katherine

“I specialize in working with sales teams, helping them prospect more productively for new business. I have increased the number of qualified prospects by 35%.”
Jennifer

“I use my quirky nature and my belief in making everything fun to motivate teams to work together more effectively to drive greater value for their companies. (If I can’t make it fun, I won’t do it.)”
Megan



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Build Brand Currency

“People who add value to an organization do something more than their jobs – they make extraordinary contributions. The problem is they don’t always let their career audience know what they’re doing.”

- Lois Frankel, *Stop Sabotaging Your Career*



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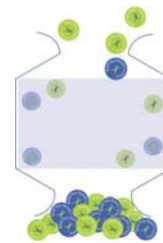
15

Build Brand Currency



Visibility

- I get involved
- I offer suggestions
- I keep and grow my network
- I'm known beyond my function
- I communicate in person not just email



Trust

- There are no surprises with me
- I communicate courageously
- I step up to the tough stuff
- I honor confidences
- I'm known for my follow through

Credibility!

- People ask for my perspective
- I ask insightful questions
- My skills & knowledge have kept pace
- I'm current on work-related trends
- I have the credentials I need to accomplish my goals

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Build Brand Currency!

Visibility

- Volunteer for a task
- Do post-meeting check up
- Nurture your network
- Build new relationships
- Don't go solo

Credibility!

- Identify future trends
- Keep your skills up to date
- Anticipate and solve problems
- Walk your talk
- Teach others

Trust!

- Be explicit, explain your thoughts
- Don't blind-side others
- Ask about your own blind spots
- Deliver on time and on budget
- Generously give and share credit



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17

Market it!

80% available jobs are never advertised



60% employees find jobs by networking

"In order for us to be successful in this century, we're going to need to be more connected and we're going to need to have a better sense of understanding of where other people are coming from."

Mark Zuckerberg

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18

Market it!

Connections: Is your professional network alive & well?	Connections You Have	Connections You Need
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Build three networks:	Connections You Have 1. Operational 2. Developmental 3. Strategic	Connections You Need 1. Operational 2. Developmental 3. Strategic
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What really matters is a brand's ability to build deep, meaningful relationships with the people that matter most . . .



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19

Market it!



Building

Your Brand



Create Connections:

Actions I can take to keep and grow my network:

.....

.....

.....

"A brand for a company is like a reputation for a person. You earn a reputation by trying to do hard things well."

Jeff Bezos



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20

Manage it!

Hit or Myth:

- #1. If I am good, they will come?
Being good is not enough
- #2. Marketing myself is a dirty business?
Find a way to tell your story
- #3. I can't control what other's think?
You are the manager of your Brand



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Manage it!

Your Board of Directors



- Futurist**
peers over the horizon
- Savvy Insider**
in the know
- Truth Teller**
tells it as it is
- Wild Card**
maverick thinker



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Manage it! “Commit to your Brand!”

Chart your Course

Know yourself, build your skill set, build your reputation –
be yourself with skill.

Let people know what to expect when they work with you –
deliver on your promise.

Learn what knowledge, skills, and abilities the organization needs –
are you a match?

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 23


Working in the 21st Century

“Genuine career happiness is built on strengths not shoring up perceived deficiencies.”
- The Learning Café

Thank you!
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 24