

Establishing Credibility Through Personal Branding



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Agenda

What is involved in establishing credibility?

What is personal branding?

What does this mean for your office?

Creating your plan: Assess Reputation, Develop, Convey and Maintain your brand.



Credibility

What do people
think about
YOU?



Credibility

“The quality or power of inspiring belief.”



Elements of Career Service Office Credibility



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- Combating negative perceptions of CSOs



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Elements of Career Service Office Credibility

- Combating negative perceptions of CSOs
- Establishing the CSOs as more than a “placement office”
- Creating value as key administrative unit
- Defining the CSO with the “Yelp Generation”



**“YOUR BRAND IS CREATED OUT
OF CUSTOMER CONTACT AND
THE EXPERIENCE YOUR
CUSTOMERS HAVE OF YOU.”**

**Stelios Haji-
Ioannou**



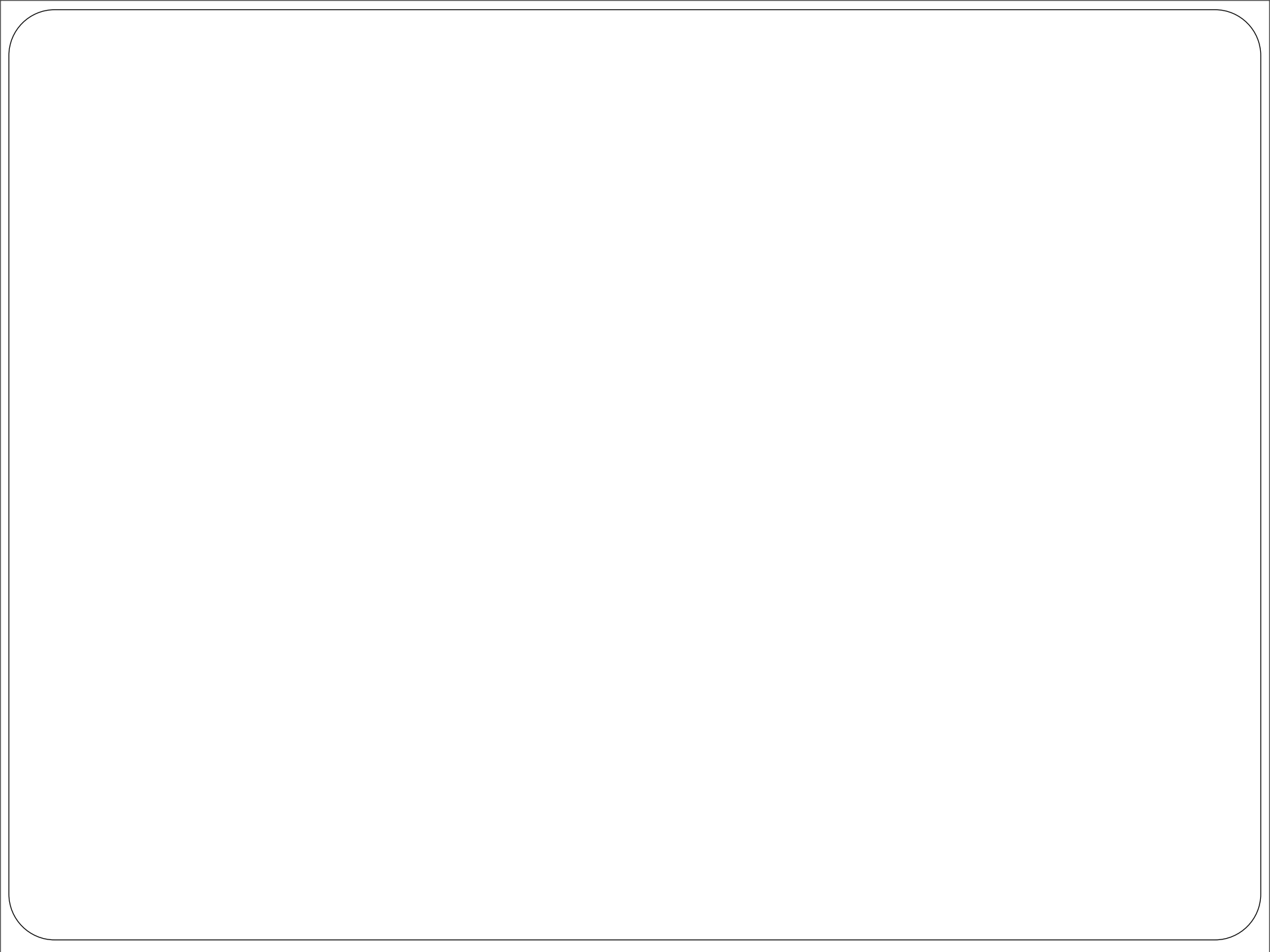
What is Branding?



What is Branding?

The process by which we market ourselves to others.















MK





MK





MK





MK





MK



Branding



When you see brands somewhere, you associate them with a set of expectations or perceptions that are connected with a product or service

You associate these concepts, thoughts, and images with particular companies because of the brand each company has established

A brand
is a
unique
promise
of value

-William Arruda

What does this mean for your CSO?



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- Assessing who you are and how your audiences perceive you

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- Critical to establishing credibility on and off campus

What does this mean for your CSO?



- Assessing who you are and how your audiences perceive you
- Critical to establishing credibility on and off campus
- Creating a mindful, purposeful, and controlled image

Creating your brand:

Some things to consider

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Who said?

“You have to be unique, and different,
and shine in your own way.”

“I’m obsessively opposed to the typical.”



Brand Gaga



Brand Dimensions Model



Model adapted from: Be Your Own Brand: Achieve More of What You Want by Being More of Who You Are by David McNally & Karl D Speak

Brand Dimensions for Career Center

COMPETENCIES

- Marketing Documents (resume/cover letter)
- Interview Prep
- Job Search Strategy
- Job Postings
- On- Off-Campus Management
- Programming
- Communications (Newsletter, FaceBook, Twitter)
- Mentoring Program
- Reporting



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Competencies
Our role
with others

BRAND TO
STUDENTS

LAW
UNIVERSITY OF MINNESOTA
LAW SCHOOL



What are the competencies/skills in your office where your reputation is on the line?



STANDARDS

- Pragmatic
- Resourceful
- Approachable
- 100% Student Outreach/
semester
- Transparent
- Timely



What standards and values are most important to your office?

**BRAND TO
STUDENTS**



Style
How we relate
to others

STYLE

- Partner (Student-centric)
- Coaching/Supportive
- Realistic
- Creative
- Proactive



What characteristics or behaviors best describe your office's style?

Brand Dimensions for marthastewart

Competencies

Teaches Home
Living
Presents
Writes
Publishes
Produces
Acts



Standards

Attention
to detail
Sets the
bar high
Diversifies

Style

Straight-forward Lead by example Professionalism

Brand Dimensions for NALP



Competencies

- Member education
- Programming
- Research:
Data–data–data
- Reporting
- Professional Development
- Community

Style

- Principled
- Disciplined
- Personal
- Community oriented
- Collaborative

Standards

- Ethical
- Expert
- Professional
- Diversity
- Fairness
- Facts
- Service

Personal Brand Assessment



Create a Structured Process

Determine competencies

Identify standards and values

Identify style

Test your brand

Know your audience

Set goals for conveying your brand

Use your calendar

Look out for “off-brand” behavior

Consistency is key!

Know Your Audience

- Students
- Alumni
- Faculty and Administration
- Employers
- NALP Colleagues



Keller's Brand Equity Model

1

- Brand Identity
- Who are you?

2

- Brand Meaning
- What are you?

3

- Brand Response
- What do I think, or feel, about you?

4

- Brand Resonance
- How much of a connection would I like to have with you?



Keller's Brand Equity Model

**Brand Response– What do I think, or feel,
about you?**

**Brand Resonance– How much of a
connection would I like to have with you?**



What do I think, or feel, about you?



What do I think, or feel, about you?

1. What can I do to improve the actual and perceived **quality** of my product or brand?
2. How can I enhance my brand's **credibility**?
3. How well does my marketing strategy convey my brand's **relevance** to people's needs?
4. How is my brand **superior** to the product or brand of competitors?



GOAL SETTING

S

SPECIFIC

M

MEASURABLE

A

ATTAINABLE

R

RELEVANT

T

TIME-BOUND

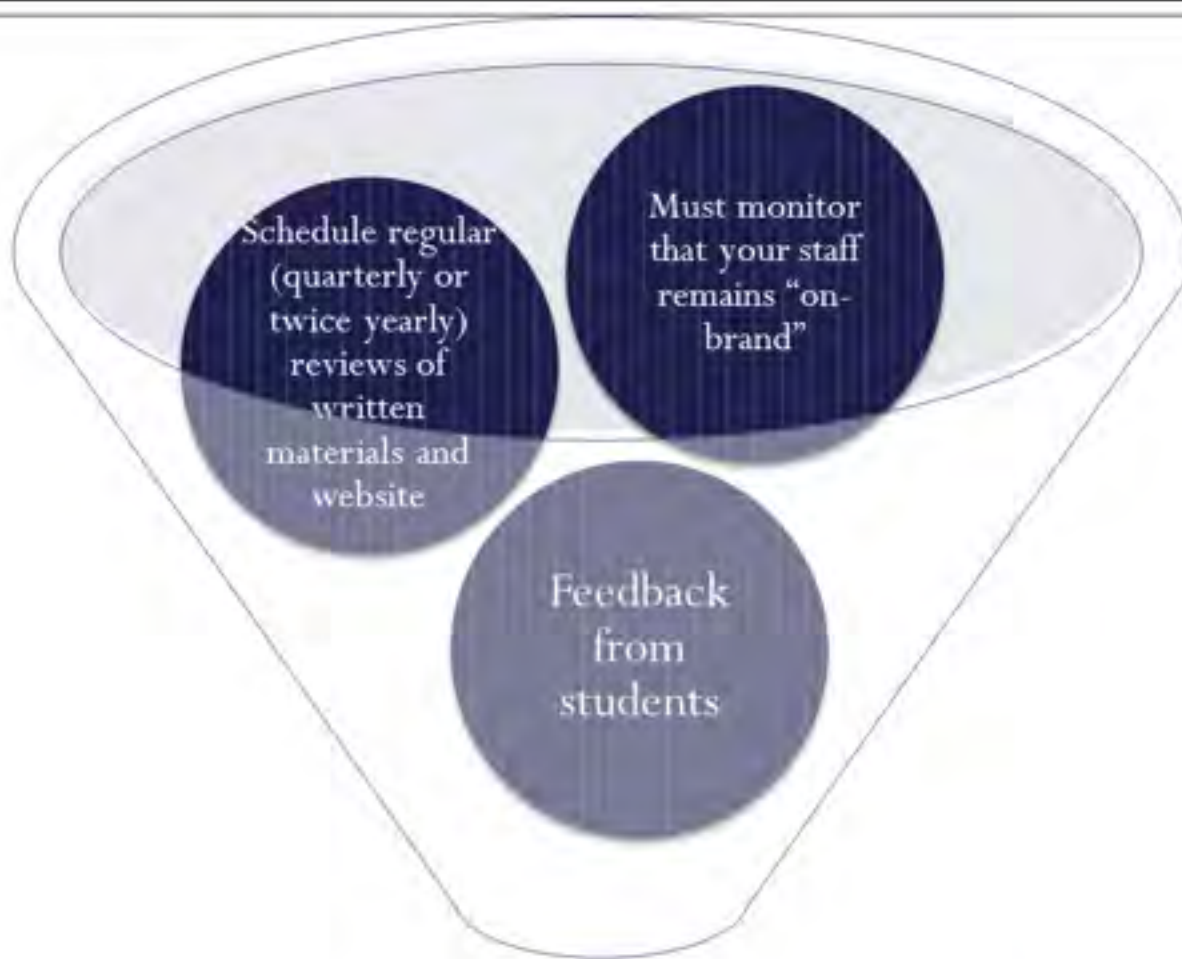
	GOALS				
Intention	Specific	Measurable	Achievable	Relevant	Time-bound
What is it you want to achieve?	Who? What? Why? When? Where?	How much? How often? How many?	Is this goal realistic?	Is it important to what you want to achieve ultimately?	By when?

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Online presence that conveys brand	Review and revise external and internal (student) website materials	Three times annually	Yes, assigned advisor to oversee review and revisions	Yes, students frequently use internal site for handouts, etc. External site viewed by employers.	March, August, December 2013

Brand Management

- Website
- Social Media
- Newsletters to students and alumni
- Email communication with all audiences
- System/Automatic messages
- Public speaking training for staff
- Responsiveness and accessibility
- Your background
- Dress and appearance
- Office and workspace
- In-school networking
- External networking
- Be transparent with outcomes





Managing your





Action Items

Create a personal or
office brand



Manage your brand
and watch out for
“off-brand” behaviors

Set measurable goals
for conveying your
brand





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