

Establishing Credibility Through Personal Branding

What is a Brand?

- ★ A perception or emotion, maintained by a buyer or prospective buyer, describing the experience of doing business with an organization or consuming its products or services.

- David McNally, Be Your Own Brand



- ★ A distinctive identity that differentiates a company through relevant, enduring, compelling and credible promises of values.

- Billy Dexter, TMP Worldwide

Why are Brands Important?

Differentiation

Choice

Emotional Connection

Loyalty

Values, if strongly felt and held by others, help to inform choices and shape behavior



Personal Brand Dimensions Model



Source: Be Your Own Brand, David McNally & Karl Speak

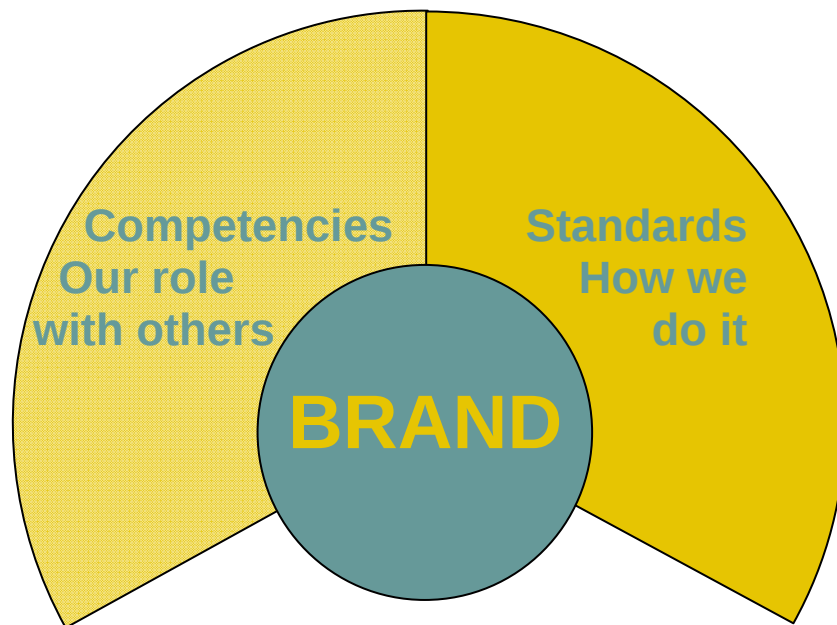
Career Services Dimensions



What are the key competencies/skills in your office where your reputation is on the line (the top 5)?

1. _____
2. _____
3. _____
4. _____
5. _____

Career Services Dimensions



What standards and values are most important to your office (the top 5)?

1. _____
2. _____
3. _____
4. _____
5. _____

Career Services Dimensions



What characteristics or behaviors best describe your office's style
(the top 5)?

1. _____
2. _____
3. _____
4. _____
5. _____

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Test Your Brand

Is this how others perceive us?

In order to ensure your conceived brand is consistent with the brand you want to convey, ask for other's feedback.

Then, identify people that don't know you as well and ask for their feedback.

1. _____
2. _____
3. _____
4. _____
5. _____

Finally, identify people you work with to test your brand with.

1. _____
2. _____
3. _____
4. _____
5. _____

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Convey Your Brand

Tell others about you.

Who are your audiences? What can you do to improve the actual and perceived quality of your brand and your brand's credibility? Identify actions that you need to take as a result of asking these questions, and turn set SMART goals.



	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?
1.					
2.					

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Manage Your Brand

Those that stand out in their professions or workplaces are people who do so because they have built the strongest reputation or brands.

- ★ They are also aware of their value of their brands in the market.

Be aware of the value of your brand in your company and industry; always work to build more value into your brand within the marketplace.

- ★ Identify your strengths and dedicate yourself to building upon them
- ★ Network with others inside and outside your brand

Consistency is the key

Be true to your brand
Have passion and focus



Resources:

<http://reachcc.com/>

<http://www.personalbrandingblog.com/>

Me 2.0: Build a Powerful Brand to Achieve Career Success - Dan Schawbel