

MODULE

01

Branding

# A Look at Personal Branding

Lesson 1

# What Personal Branding IS & Is Not





*Make room for a new perspective*

## WHAT YOU WILL DISCOVER

- ▶ Why the **OLD** view of personal branding is no longer relevant
- ▶ Understand the idea of **Personal Brand Equity™**
- ▶ Embrace the **PARADOX** inherent to personal branding

# *Personal Branding is NOT . . .*



- ▶ About the dreaded “self promotion” mindset – the idea of *marketing* your self is the **WRONG emphasis**
- ▶ Looking out only for YOU and not the team – not mutually exclusive
- ▶ Solely about on-line identity, networking, maintaining a false or exaggerated persona, or any other **singular** view

# Old Definition

**Personal branding** is the process of managing their careers as [brands](#).<sup>[1]</sup> While previous [self-help](#) management concepts suggested instead that a person should be a *brand*,<sup>[1]</sup> the personal-branding concept suggests instead that a person should be a *brand*.<sup>[1]</sup> The term is thought to have been first used and discussed in 2002.





*PERSONAL BRAND is found in the*

WHITE SPACE AROUND YOUR NAME







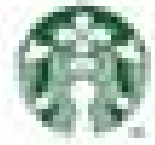


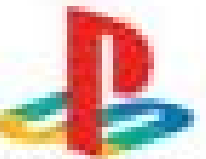












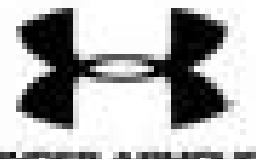

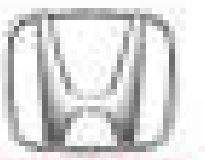



What comes to mind when others  
hear or see YOUR name?

It happens in an instant . . .



I<sup>2</sup>

INSTANT IMPRESSION

1		11	PIXAR	21		31	KEURIG	41	AXE.
2	SAMSUNG	12	MAC	22		32		42	
3	 Microsoft	13	 TOYOTA	23	KitchenAid <sup>®</sup>	33	 PlayStation	43	YouTube
4	NETFLIX	14	 COSTCO	24	Disney	34	 LG	44	Etsy
5		15	 PayPal	25	 Folgers	35	Old Spice	45	
6	 Chick-fil-A	16		26	HERSHEY'S	36	 XBOX	46	Dove
7	amazon	17	VISA	27	 intel	37	THE NORTH FACE	47	 Tupperware
8	 Spotify	18	BAND-AID <sup>®</sup>	28	adidas	38	 UNDER ARMOUR <sup>®</sup>	48	Crest
9		19	PANDORA	29	 HONDA	39	VICTORIA'S SECRET	49	
10	SEPHORA	20		30	Cheerios	40	 ELECTRONIC ARTS <sup>®</sup>	50	

MMY

PERSONAL BRAND

MM

PERSONAL BRAND

MI

MICRO IMPRESSIONS



The World Has Changed

# *Personal Branding IS*



- ▶ **A multi-faceted ART** - comprehensive and systematic approach to a career with the intention of *investing* in long lasting relationships, *visible and invisible*
- ▶ **KNOWING your value**, and more importantly, being able to articulate that value in a comfortable way
- ▶ **A form of authentic SELF EXPRESSION** which results in Personal Brand Equity™

# Defined

## Per-son-al brand eq-ui-ty

≧ A collection of your perceived VALUE built over time ≦

Just like an ROI for a retirement account, your value grows exponentially due to the strength of your brand, the *relationship currency* you circulate, your foundation of authenticity, and the Relevance Factor™.





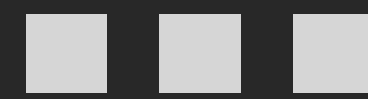
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PERSONAL BRANDING IS A

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*PARADOX*





*“The chasm I see careers fall into can be summed up in two words – MISSED OPPORTUNITY. Their career is not going backwards - BUT it is not going forward either. They are stuck in the dreaded neutral zone.”*

KIMBERLY FAITH

The image features a group of business professionals in silhouette, standing in a modern office environment with large windows. The background shows a sunset or sunrise, with the sun low on the horizon, creating a warm, golden glow. The silhouettes of the people are dark against the bright light from the windows. The overall scene conveys a sense of professional interaction and collaboration.

Each interaction **IS** an opportunity



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## WHEN IS BRAND EQUITY IMPORTANT?

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*When other's long term  
belief in you over-rides  
a short term event (a.k.a. crisis)*

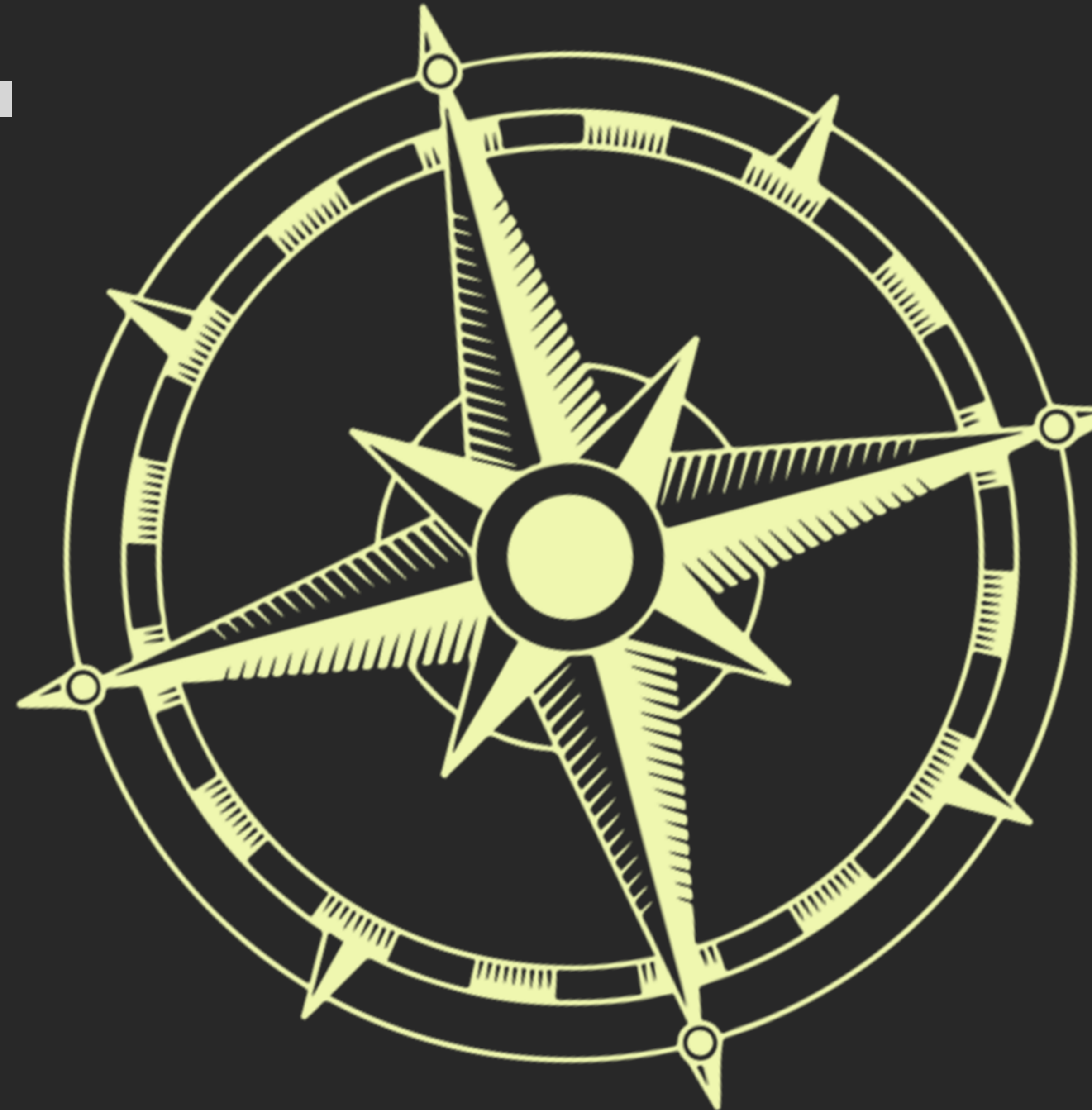
# *Life Happens*



- ▶ Businesses/projects **FAIL**
- ▶ Personal lives change in an **INSTANT**
- ▶ Sometimes you need buy-in for the next BIG idea when the only thing you have to count on is two words - **“TRUST ME”**

BRAND EQUITY

*is an asset*





*Is it possible?*

YOUR PERSONAL BRAND EQUITY™  
MIGHT BE EVEN MORE VALUABLE  
THAN EQUITY IN YOUR HOME?



INVEST IN YOURSELF

# TAKE ACTION NOW

Ask yourself “Am I ready to make personal branding an ongoing part of my professional repertoire?”



*do the work*  
**MAKE IT REAL**

Commit to look at the world around you differently for the next 21 days. Pay extra attention to what works and what does NOT work for the personal brands of others.