

Personal Branding:

8 steps everyone needs to create a personal brand strategy for success in the WBG



Presenter: Fatu Gbedema

Change Management Consultant

Office of Diversity Programs-Mentoring

April 22, 2004



Program

- ◆ Objectives
- ◆ What is a branding and personal branding?
- ◆ Personal Branding -What's in it for you?
- ◆ 8 steps for personal branding success
- ◆ Q & A (20 minutes)
- ◆ Exercise: Know your brand qualities (20 minutes)
- ◆ Demonstration: Highlighting your brand in the People Pages (5 minutes)
- ◆ Recap, Conclusion and other goodies (book)
- ◆ 3-2-1 Feedback (5 minutes)



Learning Objectives

At the end of this session you will be able to :

- Describe yourself as a brand based on your unique talents and attributes
- Apply four personal branding strategies to freshen your brand in your People Pages within a week.
- Create a tag line that describes the essence of your brand
- Acquire skills to develop your own personal brand strategy that when applied, will lead to observable changes in the way people perceive you.



What is branding/personal Branding?

- ◆ Value
- ◆ Perception/Positioning
- ◆ Class
- ◆ Image
- ◆ Distinction


Branding: The art of Standing out – a strategic set of actions that one takes to distinguish/differentiating oneself from the rest



Personal Branding - What's in it for you?

- ◆ Background/experience
- ◆ Brand description
- ◆ Personality/attitude
- ◆ Key attributes
- ◆ Packaging
- ◆ Presentation
- ◆ Mission statement:
raison d'être

8 Steps for personal branding success



Dig deep to unearth who you are

- ◆ Who are you and why?

Define your dreams and put them into action

- ◆ If you don't know where you are going, you will end up somewhere else

Go after your target audience with a vengeance

- ◆ Knowing your brand is just as important as knowing who you are going to sell your product to.

Don't crash and burn – figure out what is stopping you

- ◆ Be aware of internal /psychological & environmental barriers that hinder your progress.

Recruit a squad of brand cheer leaders

- ◆ You've got to have friends!

Learn the secrets to packaging your brand

- ◆ Appearances count big time! A package communicates the essential stuff of the product at a glance. It is not a disguise.


Get comfortable in your own skin

- ◆ Style is all about personal presence, that which frames your personality: James Earl Jones' voice (Verizon/This is CNN) – solid, authoritative;

Devise a plan and get on with it

- ◆ Being good is not enough. We have to roll up our sleeves and work at it.

Dig deep to unearth who you are

- 
- Who are you and why?
 - Identify your core values
 - Identify your passions
 - Identify your talents
 - What are your attributes?
 - What will you develop as your niche within your area of specialization
 - Write your brand description
 - Identify your brand with a tagline




Define your dreams and put them into action

- ◆ If you don't know where you are going, you will end up somewhere else.
- ◆ Define your goals and make them specific
- ◆ Define what living well means to you
- ◆ Create your mission statement
- ◆ Strategize how to make your dream come true

Go after your target audience with a vengeance

- ◆ Who are they?
- ◆ Where are they?
- ◆ What do they think about your brand?
- ◆ What do you want them to think?
- ◆ How will you attract them to your product?
- ◆ Who is competing for their loyalty?





Don't crash and burn – figure out what is stopping you- Internal barriers

- ◆ Fear of the unknown
- ◆ Shyness/easily embarrassed
- ◆ Moodiness/depression/anger
- ◆ Self limiting ideas
- ◆ Lack of confidence/fear of failing
- ◆ Being too comfortable/fear of change
- ◆ Family myths
- ◆ Fear of success
- ◆ Perfectionism/fear of chaos
- ◆ Balancing work and family/fear of failing one or the other



Don't' Crash and Burn – figure out what is stopping you: External Barriers

- ◆ Gender biases
- ◆ Cultural biases
- ◆ competition
- ◆ Timing
- ◆ Lack of experience
- ◆ Saboteurs
- ◆ Lack of demand
- ◆ Bad luck
- ◆ Family expectations



Strategies to deal with your barriers

- ◆ Create a no fear zone
- ◆ Play the confidence game
- ◆ Face off with what you fear
- ◆ Stop being perfect, practice excellence instead
- ◆ Over-deliver on your promises
- ◆ Play fair – when you throw dirt, you lose ground
- ◆ Surround yourself with people who sing your praises
- ◆ Prepare for the unexpected
- ◆ Don't suck up
- ◆ Keep on top of what's happening in your world
- ◆ Be more communicative than anyone else
- ◆ Don't forget to look over your shoulder
- ◆ Recognize symptoms of sabotage



Recruit a squad of brand cheerleaders


- ◆ Find your own brand guru
- ◆ Learn from the Masters – attract mentors who matter
- ◆ Gain the endorsement of a respected mentor
- ◆ Gain the benefits of mentoring by collaborating with the person you want to learn from
- ◆ Get on the mentoring fast track
- ◆ Tap into the phenomenon of coaching
- ◆ Note: Building a mentoring relationship is a slow process – most mentors are senior staff and are extremely busy
- ◆ Identify innovative ways to meet with them: lunch, tea, Sametime



Learn the secrets to packaging your brand

- ◆ Consider your audiences' tastes
- ◆ Memorable Signature style
- ◆ Terrific tailoring
- ◆ Soulful style
- ◆ Cheap chic
- ◆ Cool glasses
- ◆ Update or die
- ◆ The signature piece: recognizers
- ◆ Strive for authenticity
- ◆ Distinguish yourself but stay in sync

Get comfortable in your own skin

- 
- ◆ Have a style
 - ◆ Sling some attitude
 - ◆ Charisma
 - ◆ Confidence
 - ◆ Positive impression
 - ◆ Project your voice
 - ◆ Be a wordsmith
 - ◆ Go public
 - ◆ Think on your feet



Devise a plan and get on with it

- ◆ Develop a branding checklist
- ◆ Lay out where you are going
- ◆ Lay out your marketing plan
- ◆ Identify costs (financial plan)
- ◆ Identify potential sources of revenue/resources
- ◆ Create a weekly/monthly timetable
- ◆ Keep your brand current
- ◆ Schedule Brand lifts (cards)

Exercise: identifying your brand features and qualities (10 minutes)

- ◆ Think about a product you like or love
- ◆ Why are you that product and why?
- ◆ Make a record of the brand you have chosen and your justification
- ◆ Substitute your name for the brand product you chose and read the justification as a description
- ◆ ...Add a tagline
- ◆ 3 Volunteers share your results




Exercise: Applying your brand qualities to People Pages

- ◆ My People Pages



Recap and Conclusion

- 
- ◆ Know who you are
 - ◆ Know your attributes (characteristics)
 - ◆ Know your talents
 - ◆ Know your core values
 - ◆ Value your experiences – they make you unique
 - ◆ Know your target audience and seek them out
 - ◆ Develop a personal style and attitude
 - ◆ Invest in yourself: Work on improving your brand
 - ◆ Be mindful of internal and external barriers and develop strategies to combat them
 - ◆ Stop thinking, start doing
 - ◆ Continuously update yourself: be open to change and new things
 - ◆ Don't be afraid to let the real you come out
 - ◆ What's the worst that could happen?

3-2-1 Feedback

- ◆ Complete the 3-2-1 feedback in your folder
- ◆ Submit it to me
- ◆ Pick up your book
- ◆ Thank You!

