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Today We Will:

• Identify the fundamentals, rationale, and characteristics of Personal Brand Management

• Recognize the difference between Personal Branding and Personal Brand Management

• Outline the steps and key elements of our Personal Brand Management Plan
Our Personal Brand Tells People

- Who we are
- What we do
- Why we do it
- How we do it
Making the Case

- What you say / do matters
- Natural law of the vacuum
- Managing the important things
- Increased focus and efficiency
- Safeguard
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- contribution  - mastery
- courage        - meaning
- creativity      - morality
- curiosity       - optimism
- determination   - persistence
- discipline      - - tolerance
- discovery       - trust

- - - sight
Making the Case

• What you say / do matters
• Natural law of the vacuum
• Managing the important things
• Increased focus and efficiency
• Safeguard
Steps to Successful Personal Brand Management

1. Know yourself
2. Know your area of influence
3. Set a goal
4. Draft the plan / steps to achieve your goal
5. Measure / realign as needed
6. Celebrate
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Steps to Successful Personal Brand Management

4. Draft the plan / steps to achieve your goal

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6. Celebrate
Key Elements of Personal Brand Management

1. Focus
2. Genuineness
3. Combination of Lifestyle and Brand
4. Relatability
5. Understands failure
6. Learns from others
7. Action (focused)
1. Focus

• What’s your story?
• What’s your expertise?
• Who’s your audience?

It’s always in the “who you know” — ALWAYS
2. Be Genuine

• Originality is sustainable.

• Stay focused on what makes you unique

• What’s your differentiator.

• WIP
3. Combine Lifestyle and Brand

- Select what is relevant
- Manage and share carefully

*Your personal brand follows you everywhere. If you’re not careful, it can crash a meeting before you get there*
4. Relatable - Tie It to a Story

- Understand your Why
- Start with Why
- Make its easy, clear and relatable
- 80 / 20 jargon rule

We always want our audience to feel smart
5. Understand Failure - Write it In the Plan

- The best products go through many iterations
- Expect, document, redraft
- Learning to fail is a critical skill
6. Learn from Others

- Expand your area of attention
- Think community
- Give back
In
Introspect

- What must I keep doing
- What must I stop doing
- What must I start doing
7. Action (Focused)

- Ensure your personal brand promise stays consistent - everywhere
- Find and establish your brand call.

*What metrics are you using to measure your success?*
Key Tips

- Get A Professional Headshot
- Be Discoverable Online
- Have A Professional Purpose
- Learn To Listen & Practice Empathy
- Practice Writing
- Reengineer Your Digital Presence
- Analyze Your Competitors
- Craft Your Personal Branding Statement
- Embrace & Expound Your Experience
- Be Social By Design
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