

CA|SOURCE

Webinar Series

The Power of Personal Branding for Career Success

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Why should you develop your Personal Brand?

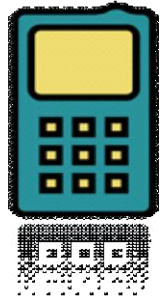
- You already have a brand
 - You may not know what it is
 - It may not be accurate
 - It may not be the brand you want
 - It will shape your career

What is a Personal Brand?

- What people say about you when you're not in the room
- What you stand for, and are passionate about
- The value you command in the marketplace
- What you bring to your business relationships
- The goodwill on your personal balance sheet

The Importance of a Brand

Tim Hortons ↔ Starbucks

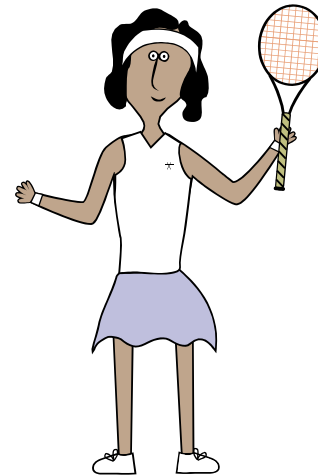


iPhone ↔ BlackBerry

- You know within 10 seconds which one to pick. Its based on the brand and your experience of it.

Celebrities have brands

- Steve Jobs
- Conrad Black
- Selena Williams
- Peter Mansbridge
- Alison Redford



- Their brands get them parts, endorsements, sales and elected (or not)

Personal brands apply to all of us

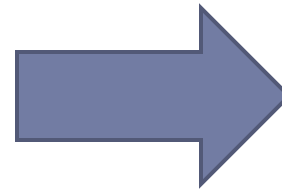
But do you want to be known as “Punctual,
Reliable and Nice?”

That is the same as not being known for anything.



Brands we'd all like to have

- She's brilliant
- He really gets things done
- She knows everyone
- He's such a great person
- She is really creative
- He can always get the sale
- Her team is fantastic
- He really knows my business



WHY?

The characteristics of a successful brand

- Your brand accurately describes you
- People associate you with your brand
- Your brand is in sync with what is valued in your workplace/career
- Your brand is polished and current

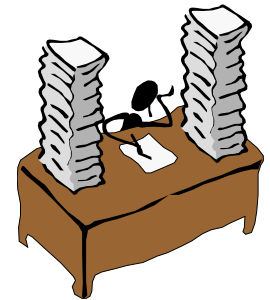
What can a successful brand do for you?

- ❑ You are top of mind when promotions, choice assignments, training programs and other opportunities are available
- ❑ People seek your advice
- ❑ People are happy to mentor you
- ❑ People want to work with you

Common myths

- ❑ Hard work alone will get you noticed
- ❑ People know what you want
- ❑ A person with a strong personal brand is the opposite of a good team player
- ❑ Only selfish people with big egos have personal brands

How often have you...



- ❖ Eaten lunch at your desk?
- ❖ Stood silently on an elevator next to someone you wish you knew?
- ❖ Found an excuse not to do something that's frightening?
- ❖ Postponed spending time building your brand because you're too busy?
- ❖ Waited to be asked to do something you really want to do?

You need a plan





Take stock

- Identify your key strengths – they are the foundation of your brand
- Think about your interests – make sure your brand will allow you to pursue them
- Reflect on your values – make sure your brand is aligned with them

Take stock (continued)

Inventory your assets:

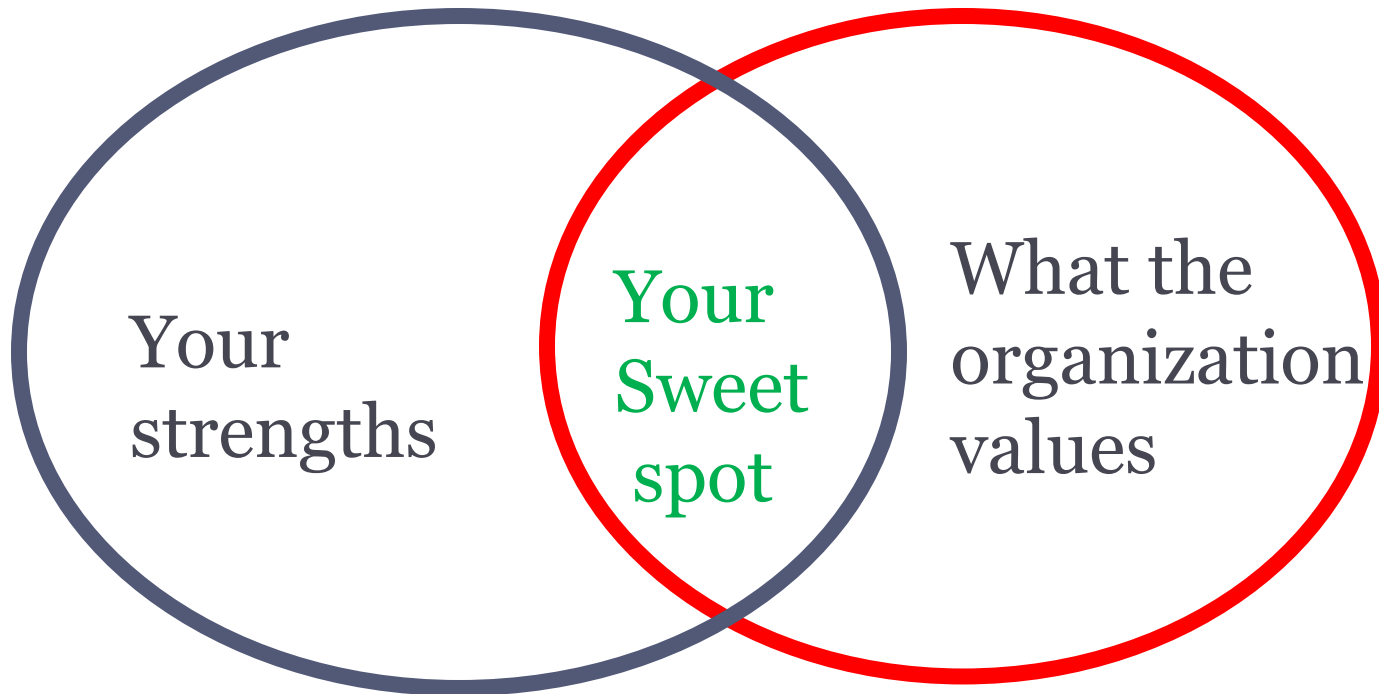
- Education
- Professional qualifications
- Skills
- Experiences
- Relationships



Your brand should leverage your assets



Check the context





Focus

- Choose 3 key strengths that align to what is valued for your career
- Don't try to be all things to all people – be selective
- Don't include attributes that are the base competencies expected of anyone in your positions– e.g. knowledge, hard work, friendliness –
- Remember, these are the 3 things you will be known for!



Be honest

- You need to know what your brand is today
- Ideally, get a trusted person to gather the information but you can do it yourself
- You want to know:
 - Why people do or don't want you on their team
 - What strengths people think you have
 - What changes would make you even more successful



Get Known

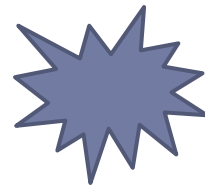
You need

Brand recognition



and

Brand Loyalty

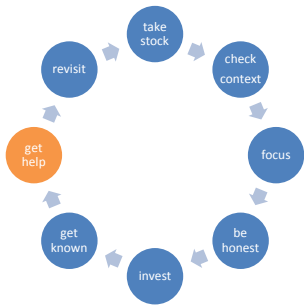


Brand Recognition

- ❑ Look for opportunities to get involved and be noticed
- ❑ Be selective – they should align with your brand strategy
- ❑ Know when to say “no”
- ❑ Pick activities you will enjoy
- ❑ Take on roles outside your comfort zone
- ❑ Look for high-visibility activities
- ❑ Know when its time to move on

Brand Loyalty

- Using your brand to advance your career is all about relationships
- Quality, not quantity
- Contact \neq relationship
- A relationship requires mutual benefit
 - What do you have to offer the other person?
 - What are you asking in return?



Get Help

You can't do it alone

How to benefit from a mentor:

- Ask for help and share your goals
- Listen to the advice
- Be prepared for meetings
- Accept constructive criticism
- Move on if its not working



Keep working on your brand

- As your skills and experience grow, and your role changes, you will adapt your brand
- The business context will change over time and your brand will need to change with it
- The tools at your disposal will change (think social media)
- Your key relationships will need continual nurturing

Avoiding the pitfalls

- Don't aim for perfection
- Keep your brand authentic
- Don't be afraid to make a change
- Don't try to enhance your brand by diminishing the brands of others
- Don't risk your reputation



A career is fundamentally about relationships – with colleagues, staff, bosses and clients – and your personal brand is nothing more or less than being recognized for the value you bring to those relationships

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Questions & Answers