



Personal Branding

GLOBAL COURSEWARE

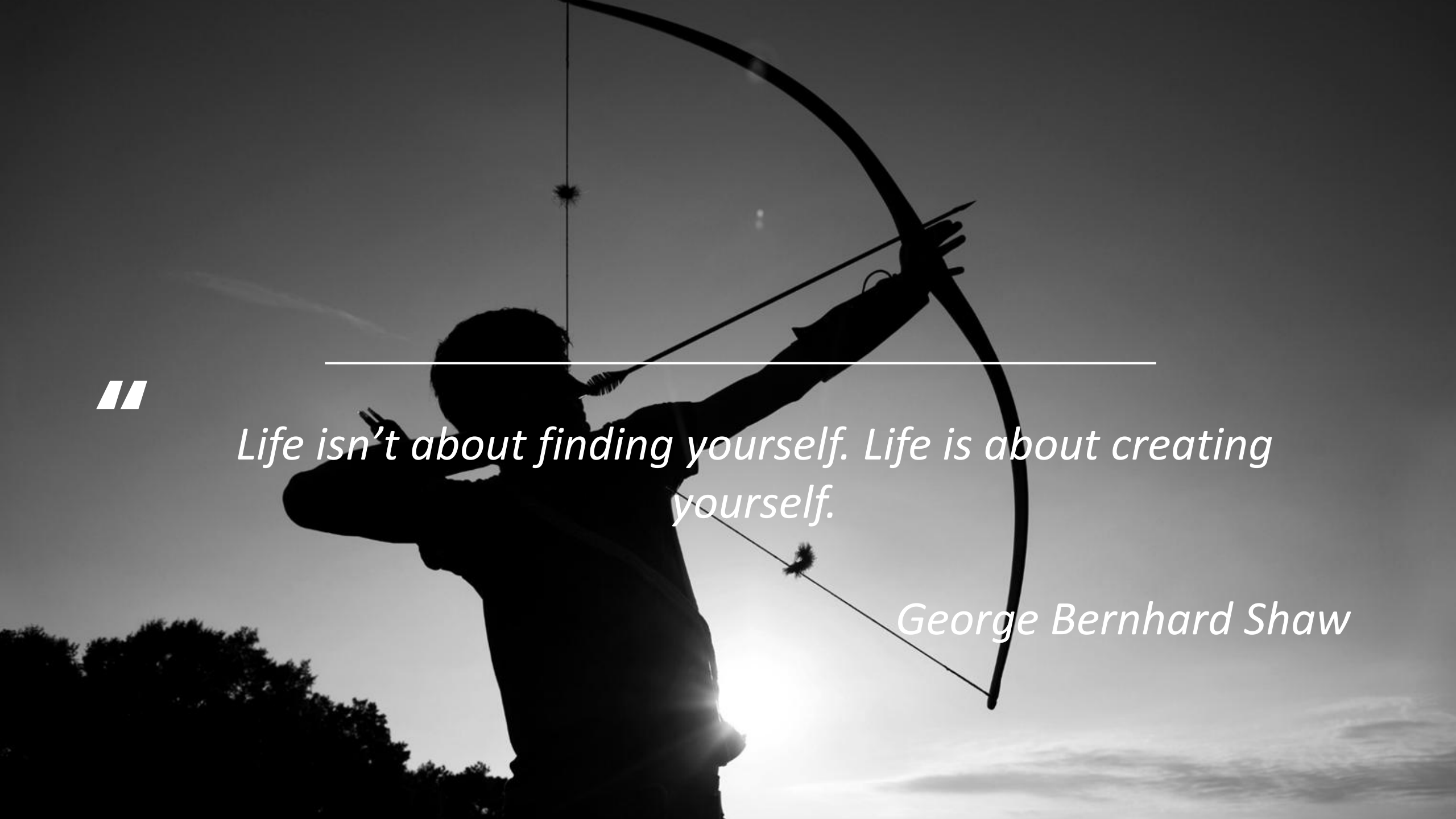
Getting Started

Identifying and using the tools that affect personal branding correctly will ensure that the public sees the image you want them to see.

Workshop Objectives



- Define your image
- Control your image
- Understand how to sharpen your brand
- Manage your brand in a crisis
- Develop a professional appearance

A black and white photograph of an archer in silhouette, drawing a bow. The archer is positioned on the left side of the frame, facing right. The bow is held high, and the arrow is pointed towards the upper right. The background is a bright sky with a low sun, creating a strong backlight effect. The sun is visible as a bright, circular glow near the bottom center. The sky is filled with soft, wispy clouds. In the bottom left corner, there is a dark silhouette of trees. A thin white horizontal line is drawn across the middle of the image, passing behind the archer's head and the bow.

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Life isn't about finding yourself. Life is about creating yourself.

George Bernhard Shaw

MODULE TWO

Defining Yourself (I)

When you take the time to define yourself and present this definition to the public, you will reap the benefits that come with taking control of your branding.



If They Don't, They Will

Taking control of personal branding is necessary to manage your public reputation.

Brand Mantra

- Simple
- Communicate
- Inspire





Be Real

Fact-checking has become easier than ever, and lies will do nothing to improve your brand's reputation.

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



Practical Illustration



- If You Don't, They Will
- Brand Mantra
- Be Real
- SWOT Analysis

Module Two: Review Questions

1. How will you be branded if you do not brand yourself?

A. By your work

B. By the market

C. By the law

D. You will not be branded

Module Two: Review Questions

2. What is necessary to manage a public reputation?

A. Monitoring

B. Market

C. Mantra

D. Personal branding

Module Two: Review Questions

3. How many words make up a mantra?

A. 3 to 5

B. 1 to 3

C. 5 to 7

D. It does not matter

Module Two: Review Questions

4. What do you Not need to consider in a brand mantra?

A. Simple

B. Communicate

C. Strength

D. Inspire

Module Two: Review Questions

5. What attracts people?

A. Brands

B. Persona

C. Authenticity

D. Lies

Module Two: Review Questions

6. What has become easier?

A. Strength

B. Fact-checking

C. Opportunity

D. Threat

Module Two: Review Questions

7. What is a positive internal influence?

A. Strength

B. Weakness

C. Opportunity

D. Threat

Module Two: Review Questions

8. What is a negative external influence?

A. Strength

B. Weakness

C. Opportunity

D. Threat

Module Two: Review Questions

9. When establishing your brand, you must define ____.

A. The market

B. Your customers

C. Yourself

D. Your projected sales

Module Two: Review Questions

10. Never underestimate the power of _____.

A. Love

B. Money

C. Branding

D. All of the above



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When you brand yourself properly, the competition becomes irrelevant.

Dan Schwabel

MODULE THREE

Defining Yourself (II)

Identifying your core values, passions, and strengths will help you realize what you need to communicate with your brand.



Pillars

It is best to begin branding with one or two pillars. You can always expand in the future.

Passions

- What do you care about?
- What drives you?
- What do you consider your passions?





Define Your Strengths

It is easy to overlook personal strengths by focusing on desired attributes.

The Three Cs

- Clarity
- Consistency
- Constancy



Practical Illustration



- Pillars
- Passions
- Define Your Strengths
- The Three Cs

Module Three: Review Questions

1. What is useful for establishing pillars?

A. Discussion

B. Passions

C. Brainstorming

D. Nothing

Module Three: Review Questions

2. What do pillars reflect?

A. Core values

B. Consistency

C. Interest

D. Brand

Module Three: Review Questions

3. What should your brand reflect?

A. Nothing

B. Passions

C. Interests

D. Strengths

Module Three: Review Questions

4. What is true of passions in your brand?

A. They should only be work related

B. You should not express them

C. They should be professional

D. They should include all passions

Module Three: Review Questions

5. What should you consider when identifying strengths?

A. Weakness

B. Natural talent

C. Mistakes

D. All of the above

Module Three: Review Questions

6. Focusing on which of the following will distract from your strengths.

A. Nothing

B. Passion

C. Interests

D. Desired attributes

Module Three: Review Questions

7. What needs to be clear in your brand?

A. What you do and do not represent

B. What you represent

C. What you do not represent

D. Everything

Module Three: Review Questions

8. What makes the brand visibly dependable?

A. Consistency

B. Clarity

C. Constancy

D. Nothing

Module Three: Review Questions

9. In order to define yourself, you need to _____.

A. Work hard

B. Grow up

C. Know yourself

D. None of the above

Module Three: Review Questions

10. Once you understand what you have to offer, you can create a brand image that is_____.

A. Honest

B. Positive

C. A and B

D. Neither A nor B



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If you are not a brand, you are a commodity.

Philip Kotler

MODULE FOUR

Controlling and Developing Your Image

Once you commit to the three Cs, it will be easier to continue developing your brand.



Clear and Defined

Clarity in your brand will allow people to understand what you do and do not represent.

Consistent Image

Once you have created your brand, you must make every effort to be consistent in its execution.





It Takes a Commitment

By committing to execute your brand consistently, your reputation will remain positive and spread.

Live It Every Day

Committing to your brand requires you to take action every day. It falls in line with consistency and constancy.



Practical Illustration



- Clear and Defined
- Consistent Image
- It Takes a Commitment
- Live It Every Day

Module Four: Review Questions

1. What can failure to represent your brand clarity cause?

A. Interest

B. Destruction

C. Consistency

D. Nothing

Module Four: Review Questions

2. What will cause people to embrace your brand?

A. Exposure to the brand

B. Exposure to the brand's history

C. Understanding what the brand
does not represent

D. Clearly understanding what the
brand represents

Module Four: Review Questions

3. What will cause your brand to suffer?

A. Lack of consistency

B. Consistency

C. Commitment

D. Nothing

Module Four: Review Questions

4. What impression does constant rebranding create?

A. Interest

B. Decisiveness

C. Indecisiveness

D. Nothing

Module Four: Review Questions

5. How should your brand's promises be executed?

A. With dependability and faithfulness

B. With expectations

C. With faithfulness

D. With dependability

Module Four: Review Questions

6. Exposure to your brand must _____.

A. Vary with each person

B. Be the same for each person

C. Be creative for each individual

D. Change constantly

Module Four: Review Questions

7. What will happen as you live out your brand?

A. It becomes more difficult

B. The brand evolves

C. It becomes easier

D. Nothing

Module Four: Review Questions

8. How often should you live out your brand?

A. At work

B. As needed

C. When necessary

D. Daily

Module Four: Review Questions

9. What are the 3 cs of branding?

A. Community, Clarification,
Consistency

B. Clarity, Consistency, Constancy

C. Conscientious, Courteous,
Cooperative

D. Consistent, Courteous,
Confident

Module Four: Review Questions

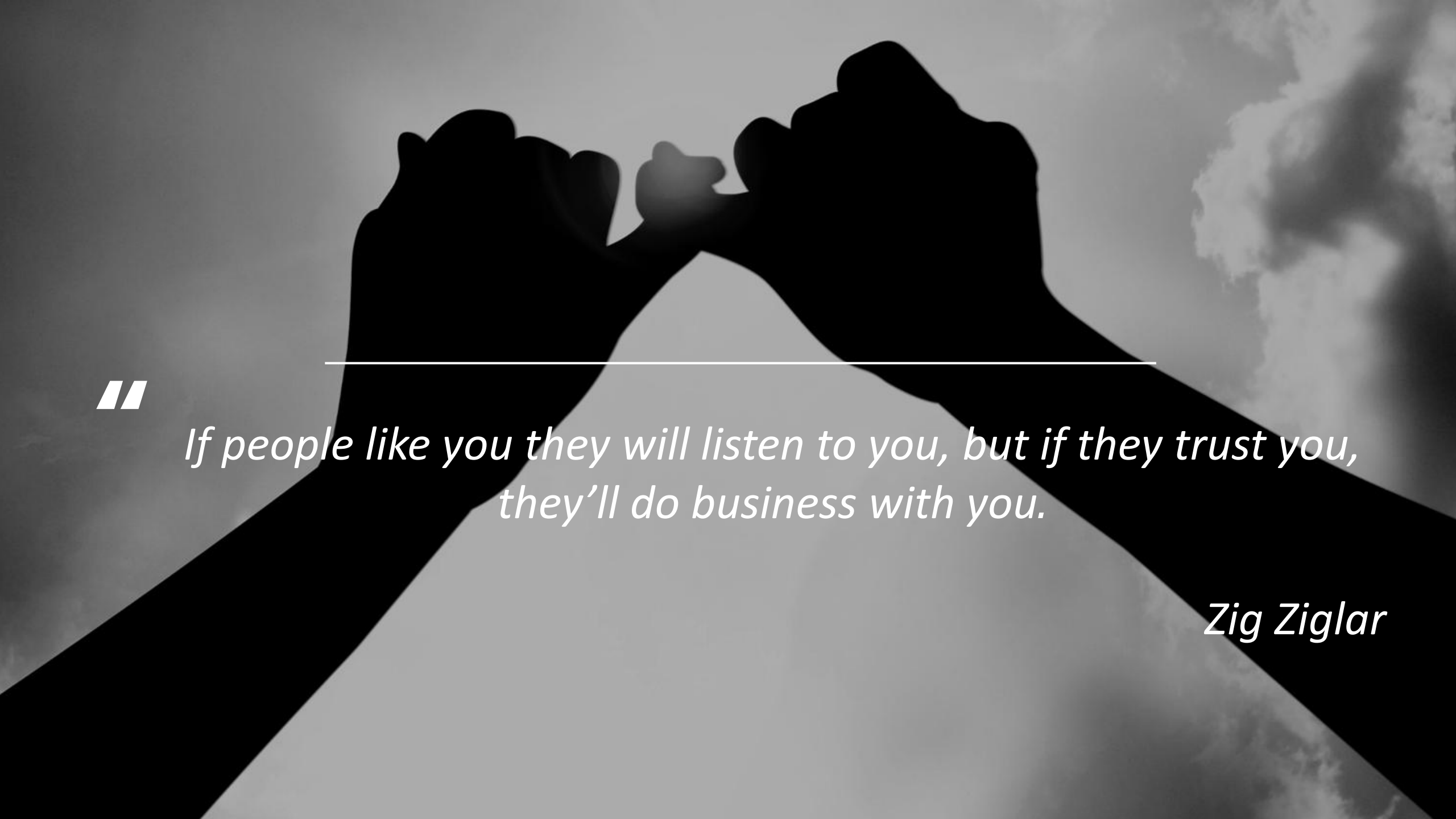
10. Brand descriptions must be _____.

A. Clear

B. Defined

C. A and B

D. Neither A nor B



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*If people like you they will listen to you, but if they trust you,
they'll do business with you.*

Zig Ziglar

MODULE FIVE

Personal and Professional Influences

You are constantly presenting your brand to other people. You must understand how your personal brand and your professional brand reflect each other.

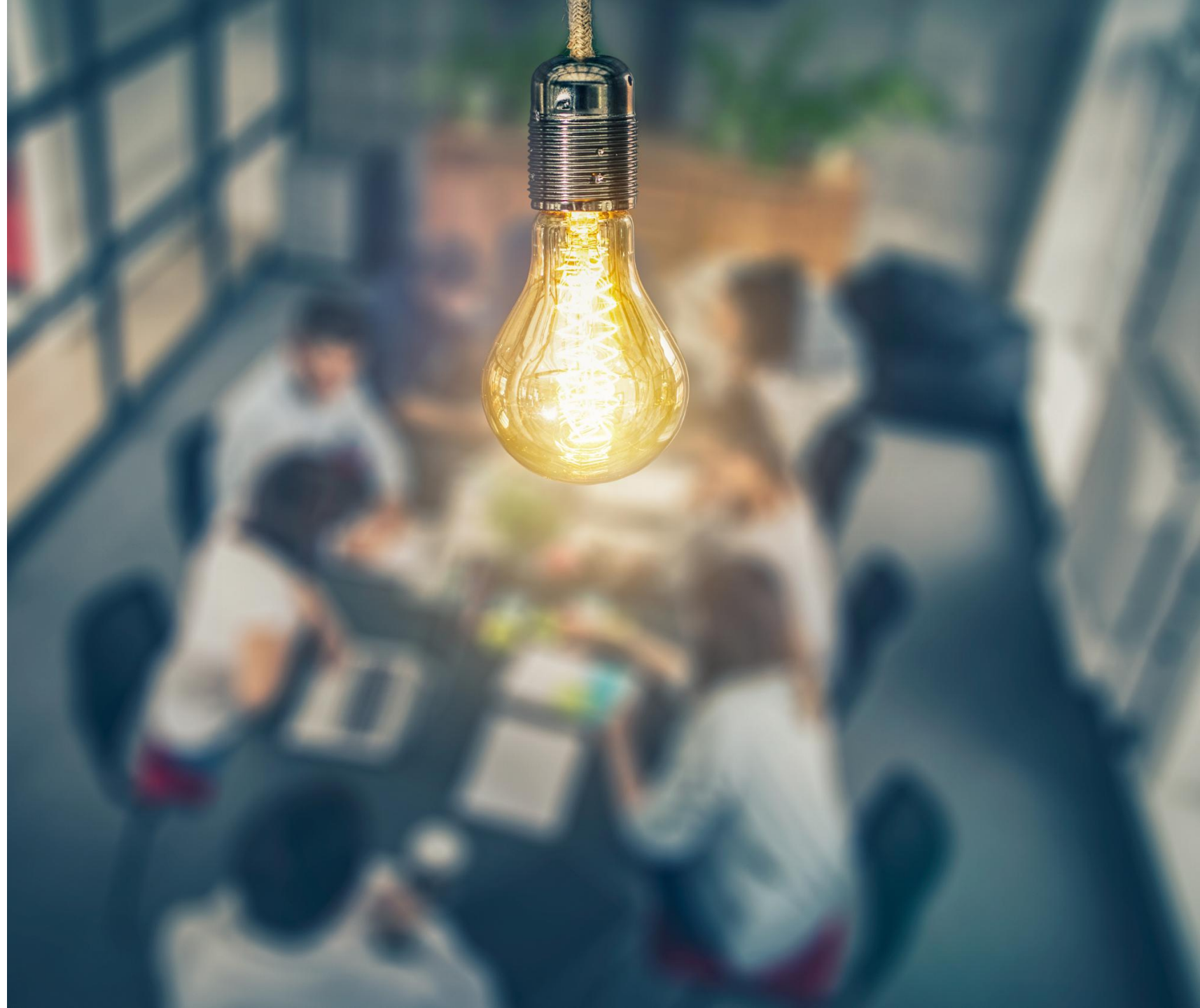


Corporate and Personal Integration

If your personal brand conflicts with your professional, distrust for both could develop.

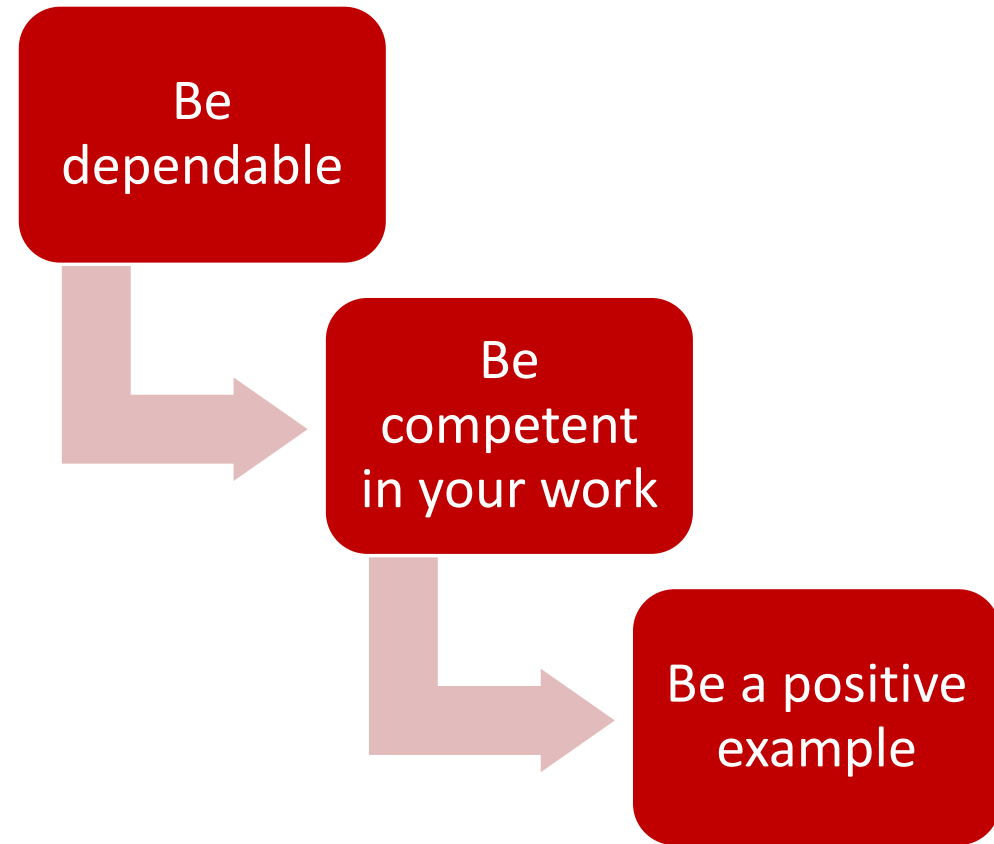
They Will Influence Each Other

You must be mindful of how each brand will draw influences from the other.





Be Professional



Build Rapport

- Consider your appearance
- Find mutual interest
- Exhibit honesty



Practical Illustration



- Corporate and Personal Integration
- They Will Influence Each Other
- Be a Professional
- Build Rapport

Module Five: Review Questions

1. What is true of online posts?

A. They are private

B. You can easily control all access to them

C. The privacy rules are not subject to change

D. They are not private

Module Five: Review Questions

2. What occurs when personal and professional brands conflict?

A. Trust

B. Misconception

C. Distrust

D. Nothing

Module Five: Review Questions

3. Influence on brands can be _____.

A. Negative

B. Negative or positive

C. Positive

D. Unimportant

Module Five: Review Questions

4. If someone gains positive feedback on a professional brand, how would the personal brand be affected?

A. Positively

B. Negatively

C. It depends on the feedback

D. It would not be affected

Module Five: Review Questions

5. How should you behave in your personal brand?

A. Professionally

B. Playfully

C. Respectfully

D. It does not matter

Module Five: Review Questions

6. What is Not considered professional?

A. Competency

B. Respect

C. Dependability

D. Creativity

Module Five: Review Questions

7. How can you build rapport emotionally?

A. Appearance

B. Empathy

C. Dress

D. Common ground

Module Five: Review Questions

8. How should you dress to build a rapport?

A. Flirtatiously

B. Casually

C. Professionally

D. It does not matter

Module Five: Review Questions

9. Personal and professional lives are separate.

A. True

B. False

Module Five: Review Questions

10. When should you be particularly careful regarding your behavior?

A. While at home

B. While at a friend's house

C. At public events

D. All of the above



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*Absorb what is useful, reject what is useless, add what is
specifically your own.*

Bruce Lee

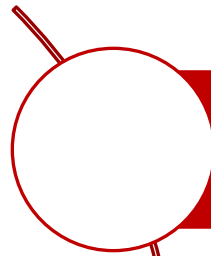
MODULE SIX

Sharpening Your Brand

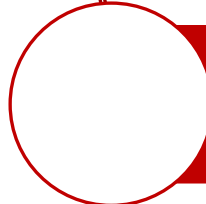
By using the tools available to you, you have the opportunity to strengthen your brand and its influence over others.



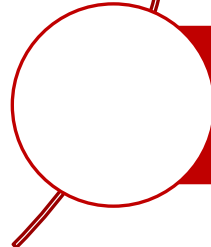
Blogging



Make a clear point



Be thorough



Update consistently

Authenticity Is Key

- Honesty
- Promote causes
- Show consistency





Transparency

- Be transparent in business finances
- Be transparent in your communication
- Share your personal life

Networking

- Meet people
- Collaborate
- Develop an elevator speech



Practical Illustration



- Blogging
- Authenticity Is Key
- Transparency
- Networking

Module Six: Review Questions

1. What should you blog about?

A. Passions

B. Information

C. Work

D. Hobbies

Module Six: Review Questions

2. What do you need to include in your blog to reflect your brand?

A. Background

B. Biography

C. Authority

D. Posts

Module Six: Review Questions

3. What do many people fail to establish in their brands?

A. Nothing

B. Consistency

C. Authenticity

D. Focus

Module Six: Review Questions

4. What does authenticity require?

A. Creativity

B. Work

C. Community

D. Action

Module Six: Review Questions

5. What will cause people to become suspicious?

A. Personal transparency

B. Lack of transparency

C. Business transparency

D. Transparency

Module Six: Review Questions

6. What happens if people do not know the truth?

A. Nothing

B. People look for the truth

C. Misinformation

D. They ask questions

Module Six: Review Questions

7. How long is an elevator speech?

A. 30 seconds

B. 5 minutes

C. 20 seconds

D. 10 minutes

Module Six: Review Questions

8. What will showcase your skills?

A. Elevator speech

B. Networking

C. Meet people

D. Collaborate

Module Six: Review Questions

9. Transparency requires living your life and conducting your business in the open.

A. True

B. False

Module Six: Review Questions

10. How can you improve your level of authenticity?

A. Be honest

B. Get involved

C. Practice what you preach

D. All of the above



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Be yourself, everyone else is already taken.

Oscar Wilde

MODULE SEVEN

Appearance Matters

Taking the time and effort to develop your appearance will greatly improve your brand's reputation.



First Impressions

We are hardwired to make fast decisions, and research shows that we make decisions about people within seven seconds of meeting them.

Rise Out of the Crowd

- Give unique opinions
- Be helpful
- Be confident
- Showcase your personality





True Reflection

Eye contact

Smiling

Slightly leaning
in during
conversation

Nodding

Dress for Success

- Make sure that your clothes are clean, pressed, and free of lint.
- Manicure your nails.
- Hair should be neat and clean.



Practical Illustration



- First Impressions
- Rise Out of the Crowd
- True Reflection
- Dress for Success

Module Seven: Review Questions

1. How quickly do first impressions occur?

A. 7 seconds

B. 15 seconds

C. 30 seconds

D. 1 minute

Module Seven: Review Questions

2. What allows people to get to know each other without first impressions?

A. Appearance

B. Security

C. Nothing

D. Technology

Module Seven: Review Questions

3. How should you stand out?

A. In appearance

B. Positively

C. In work

D. It does not matter

Module Seven: Review Questions

4. What is Not a way to stand out?

A. Be helpful

B. Be confident

C. Dress casually

D. Give opinions

Module Seven: Review Questions

5. What should your clothes reflect?

A. Position

B. Authority

C. Personality

D. Interest

Module Seven: Review Questions

6. What is Not synonymous with professional dress?

A. Flattering clothes

B. Accessories

C. Colors

D. Boring clothing

Module Seven: Review Questions

7. What will help people dress for success?

A. Plan ahead of time

B. Take a course

C. Wear makeup

D. None of the above

Module Seven: Review Questions

8. What is Not true of professional clothing?

A. It must be clean

B. It must be the latest fashion

C. It must be pressed

D. It must be free of lint

Module Seven: Review Questions

9. It is important that your appearance reflects your _____.

A. Brand

B. Mood

C. Personality

D. Financial status

Module Seven: Review Questions

10. What might people look at if they want to *know* you, before they actually meet you?

A. Facebook

B. LinkedIn

C. Instagram

D. All of the above



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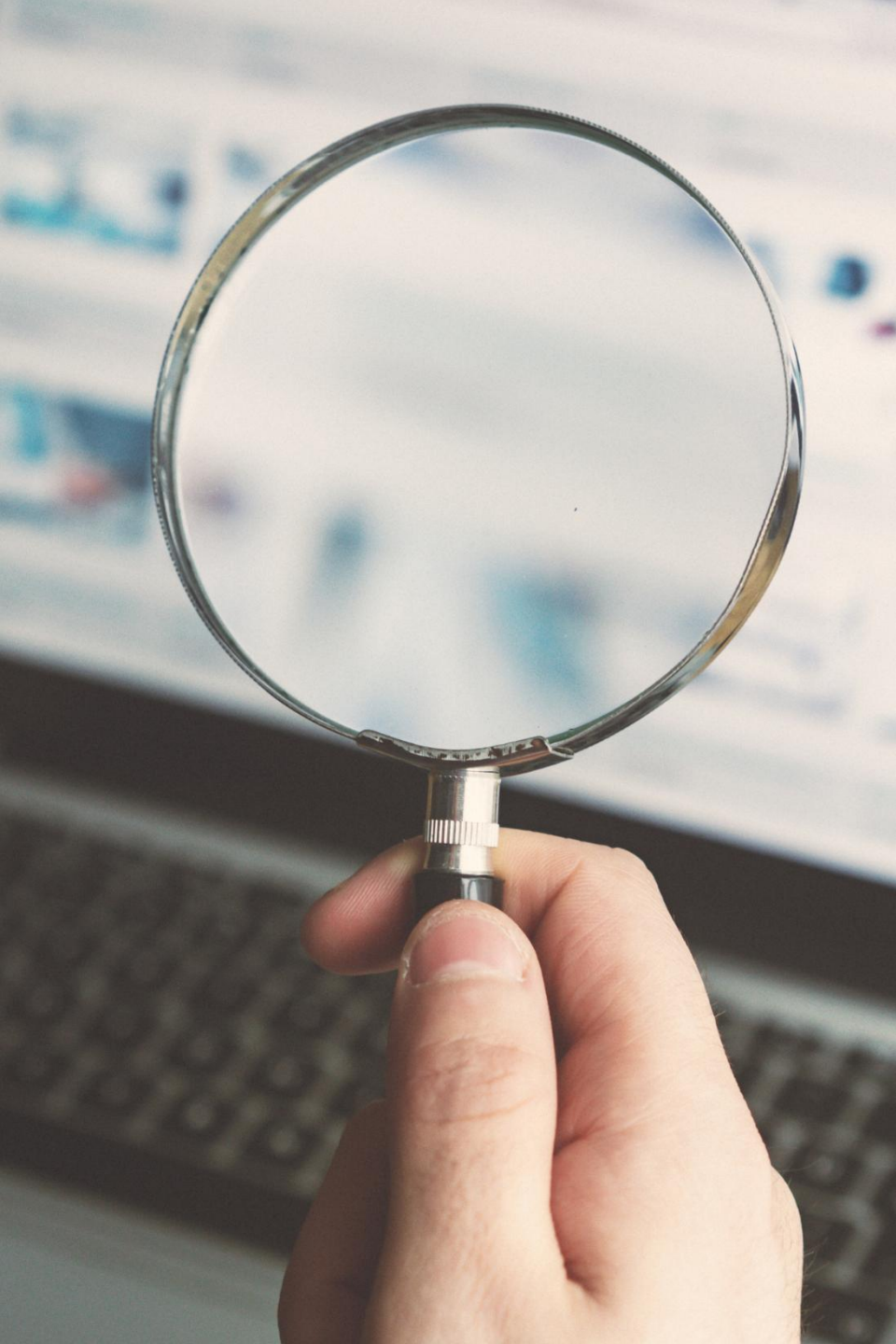
*You shouldn't brand yourself online without discovery what is
at the core of your personal brand.*

Jill Celeste

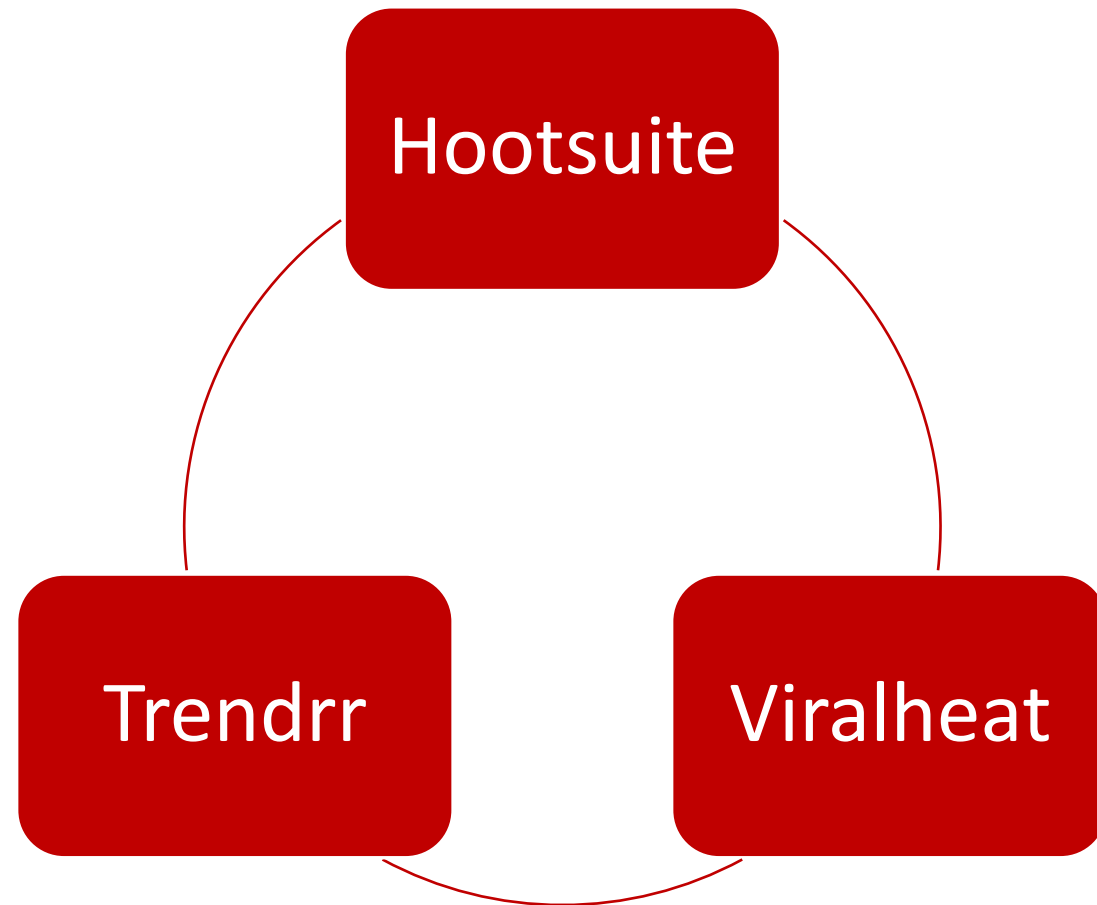
MODULE EIGHT

Social Media (I)

It is not enough for you to have social media accounts; you need have a specific purpose for your accounts and monitor them closely.



Needs Constant Monitoring



Security

- Uppercase letters
- Lowercase letters
- Numbers
- Symbols or characters





Have an Objective

If you only share self-glorifying posts of your triumphs, you lose your authenticity.

Promote

There are many ways to increase the visibility of your brand using social media.



Practical Illustration



- Needs Constant Monitoring
- Security
- Have an Objective
- Promote

Module Eight: Review Questions

1. When should social media be monitored?

A. Daily

B. Weekly

C. Constantly

D. It does not need to be monitored

Module Eight: Review Questions

2. What will help monitor social media accounts?

A. Security

B. Google alerts

C. Logging into social media

D. Nothing

Module Eight: Review Questions

3. How many characters should be included in a password?

A. 8

B. 6

C. 12

D. 10

Module Eight: Review Questions

4. What is Not useful when creating a password?

A. Personal information

B. Numbers

C. Symbols

D. Uppercase letters

Module Eight: Review Questions

5. Where should you find objectives?

A. Pillars

B. Brainstorming

C. Nowhere

D. Anywhere

Module Eight: Review Questions

6. What helps you to establish a network of followers with similar ideas?

A. Promotion

B. Security

C. Objectives

D. Nothing

Module Eight: Review Questions

7. What involves integrating search terms into content?

A. Nothing

B. SEO

C. Theme

D. Message

Module Eight: Review Questions

8. What should you avoid in social media?

A. Nothing

B. Uniform information

C. Similar colors

D. Conflicting information

Module Eight: Review Questions

9. _____ are/is an excellent way to improve your brand's presence.

A. Flyers

B. Mass emails

C. Social media

D. Cold calls

Module Eight: Review Questions

10. In this process, you enter your password and a verification code is sent to your phone:

A. Cold call

B. Two-factor authentication

C. Messenger

D. SEO



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Make your life one giant networking event.

Dan Schwabel

MODULE NINE

Social Media (II)

By learning to use social media, you will be able to increase the presence of your brand and your social network.



It's a Tool

- Clearly establish what you want to communicate
- Use attention grabbing vocabulary
- Use stories to engage people
- Encourage readers to action

Content is King

- Be relevant
- Use
- Communicate well





Have a Gimmick

Humorous

Generous

Give
demonstrations

Don't Ignore Any Mentions

While it may seem unimportant, you must engage with everyone who reaches out to you.



Practical Illustration



- It's a Tool
- Content is King
- Have a Gimmick
- Don't Ignore Any Mentions

Module Nine: Review Questions

1. What will engage people in social media?

A. Stories

B. Tools

C. Action

D. Communication

Module Nine: Review Questions

2. Where should you find help determining your style?

A. Practice

B. Researchers

C. Friends and family

D. Nowhere

Module Nine: Review Questions

3. What content is useful for people who are not talented writers?

A. Nothing

B. Blog

C. Social media

D. Video

Module Nine: Review Questions

4. Content should be _____ to the brand.

A. Safety

B. Relevant

C. Manager buy in

D. Attendance

Module Nine: Review Questions

5. What should be done if someone is uncomfortable with gimmicks?

A. Do not use them

B. Ignoring

C. Offering food

D. Bullying

Module Nine: Review Questions

6. Where do you typically see gimmicks?

A. Social networks

B. Everywhere

C. Advertising

D. Nowhere

Module Nine: Review Questions

7. Which mentions should you respond to?

A. All of them

B. Positive ones

C. Negative ones

D. None of them

Module Nine: Review Questions

8. What should you do if you are in the wrong in a mention?

A. Damage control

B. Ignore it

C. Defend it

D. Apologize

Module Nine: Review Questions

9. _____ are/is changing the way that people communicate.

A. The grammar police

B. Social media

C. Cold calls

D. All of the above

Module Nine: Review Questions

10. What does “content is king” mean?

A. That it doesn't really matter what you say

B. That what you say and how you say it are equally important

C. A and B

D. Neither A nor B



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Your brand is what people say about you when you are not in the room.

Jeff Bezos

MODULE TEN

Brand Management During a Crisis

By addressing the problem head on, you will be able to mitigate the damage to your brand.



Caught in a Bad Spot?

Act quickly and apologize

Explain your error in judgment

Learn from your mistakes

Never Burn a Bridge

- Thank the person for their feedback
- Consider your fault in the situation
- Take space in the relationship without braking ties





Information

Business rumors



Misquotations



False claims

Monitor and Respond

You must carefully monitor every crisis situation because time is of the essence.



Practical Illustration



- Caught in a Bad Spot?
- Never Burn a Bridge
- Information
- Monitor and Respond

Module Ten: Review Questions

1. What should never be avoided?

A. Crisis

B. Information

C. Relationships

D. Mistakes

Module Ten: Review Questions

2. What is the first step you need to take in a bad spot?

A. Explain

B. Learn

C. Apologize

D. Nothing

Module Ten: Review Questions

3. When should bridges be burned?

A. In extreme cases

B. Never

C. Outside work

D. Inside work

Module Ten: Review Questions

4. What is the risk of burning bridges in social networks?

A. Create enemies

B. Damage employment

C. Cost a job

D. Nothing

Module Ten: Review Questions

5. When should you address rumors?

A. Immediately

B. Never

C. After a day

D. Before they start

Module Ten: Review Questions

6. What is necessary to address rumors in a timely manner?

A. Information

B. Response

C. Explanation

D. Monitoring

Module Ten: Review Questions

7. What should you do before responding in a crisis?

A. Address miscommunications

B. Gather all information

C. Address misconceptions

D. Nothing

Module Ten: Review Questions

8. What will help gather information?

A. Interest

B. Social networks

C. Google alerts

D. Nothing

Module Ten: Review Questions

9. Acting _____ will only damage your reputation.

A. Scared

B. Precipitously

C. Arrogantly

D. None of the above

Module Ten: Review Questions

10. In some instances, it is best to ignore any mistakes you've made.

A. True

B. False



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Why fit in when you are born to stand out?

Dr. Seuss

MODULE ELEVEN

Branding Personality Traits

When you identify your unique values and boldly look outside the box, your brand will have clear personality.

A vertical image on the left side of the slide shows the silhouette of a person sitting on a ledge, looking out over a landscape at sunset. The sky is a mix of deep blue and orange, with some clouds. The person is in the foreground, and the horizon is in the distance.

Identify Your Unique Values

When branding personality traits, you need to identify what makes you unique.

Be Bold

- Accomplished
- Insightful
- Leader
- Successful





Think Outside the Box

Focus what you are
trying to express

Brainstorm
unconventional ways
to communicate
your idea

Consider ways to
implement your idea

Fail. Learn. Repeat.

When you face failure,
take the opportunity to
learn from your mistakes.



Practical Illustration



- Identify Your Unique Values
- Be Bold
- Think Outside the Box
- Fail. Learn. Repeat.

Module Eleven: Review Questions

1. Why identify valuable traits?

A. To share them

B. For personal growth

C. To identify strengths

D. No reason

Module Eleven: Review Questions

2. What should you do if you cannot identify valuable traits?

A. Take a test

B. Ask friends and family

C. Ask supervisors

D. Nothing

Module Eleven: Review Questions

3. What should Not be in branding?

A. Boldness

B. Powerful words

C. Shyness

D. None of the above

Module Eleven: Review Questions

4. What is Not an example of a powerful word?

A. Successful

B. Leader

C. Accomplished

D. Employee

Module Eleven: Review Questions

5. What does 'thinking outside of the box' require?

A. Monitoring

B. Space

C. Timing

D. Risk

Module Eleven: Review Questions

6. What is the first step to 'thinking outside the box'?

A. Brainstorm

B. Narrow ideas

C. Make a choice

D. Focus idea

Module Eleven: Review Questions

7. What opportunity do mistakes offer?

A. Learning

B. Change

C. New perspective

D. None of the above

Module Eleven: Review Questions

8. What is necessary to learn from mistake?

A. Nothing

B. Reflection

C. Recognize the opportunity

D. Repetition

Module Eleven: Review Questions

9. Brands need _____.

A. Financial backing

B. Personality

C. Support

D. None of the above

Module Eleven: Review Questions

10. When you identify your unique values, your brand will have _____.

A. Nothing

B. Decreased sales

C. Increased sales

D. Clear personality

MODULE TWELVE

Wrapping Up

Although this workshop is coming to a close, we hope that your journey to Personal Branding is just beginning.



Words From the Wise

Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.

- Sir Richard Branson

Believe you can and you're halfway there.

- Theodore Roosevelt

All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.

- Tom Peters