

Defining & Communicating Your Personal Brand

To Help Your Career & Organization Grow



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CEO of Unbridled Talent LLC & DisruptHR LLC

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What Is A Brand?

Branding = Creating Emotional Connections

A brand is the set of **expectations, memories, stories** and **relationships** that, taken together, account for a consumer's decision to choose one product or service over another.

Seth Godin

Author + Marketing and Leadership Expert



Consumer Brands







To bring the best user experience to customers through innovative hardware, software, and services.



TM

The Starbucks logo is partially visible, showing the top half of the green circular emblem with a white crown and star, and the bottom half with two green mermaid tails. A blue horizontal band is superimposed over the middle of the logo.

Provide the highest quality coffee, exceptional customer service, and a truly uplifting Starbucks Experience in the same way around the world.

TM





Happiness.

20 FL OZ (1.25 PT) 591 mL



2

What Is A Personal Brand?



Your **Personal Brand** is the perception that people have of you, as compared to other people in similar positions.







"Live your best life" - self-improvement, doing good
and controlling your own destiny





The handmade, the homemade, the artful, the innovative,
the practical, the contemporary, and the beautiful.

Pop Quiz!

Personal Branding
is about your image.



(How you look and present yourself.)

X

**I don't need to worry
about my **Personal Brand**
unless I'm looking for a job.**



X

**You currently have
a Personal Brand.**







3

Why Is A Personal Brand Important?





Differentiation

To separate yourself from others in similar positions, **it's important to know what makes you different**, as opposed to what makes you better.





Different is BETTER than Better.

Sally Hogshead
Author of "FASCINATE: How to Make Your
Brand Impossible to Resist"

Build Influence

Who would you rather have working on your team?

Someone who is known as a leader in their profession, who mentors other professionals, and has developed a reputation as a thought-leader or influencer; or someone who works mainly behind the scenes and implements other's ideas?

Jennifer McClure

CEO of Unbridled Talent LLC & DisruptHR LLC

Career Growth & Advancement



**KHALILAH "KO"
OLOKUNOLA**

Founder & Impact
Architect
ReEngineering HR



**TRACIE
SPONENBERG**

HR Advisor /
Fractional Chief People
Officer for SMBs



JESSICA LEE

SVP, Global Talent
Development
Marriott International



STEVE BROWNE

Chief People Officer at
LaRosa's, Inc

Employability



Your Personal Brand serves
as your **best protection**
against business factors you
can't control.

Dan Schawbel

Author + Managing Partner at Workplace Intelligence

Attract & Retain Talent

New job candidates want to know who they're going to be working for and aligning themselves with. The Founders. Senior executives. Managers. Anyone with authority.

That means **you need great leadership that exhibits integrity and upholds the values of the company on and off the battlefield.** They'll be doing their research, so make sure that the figureheads have their house in order.

– Brent Gleeson, Forbes



4

Defining Your Personal Brand



New Rules

Forget Your Job Title.


ASK: What do I do that adds remarkable, measurable, distinguished, distinctive value?

Forget Your Job Description.

ASK: What do I do that I am most proud of?

– Tom Peters, Fast Company

Start With The Facts

- 
- A close-up photograph of a person's hands. The left hand holds a white spiral-bound notebook. The right hand holds a yellow pencil with a silver tip, positioned as if about to write. The notebook page has a list of five items, each preceded by a checkmark.
- ✓ Skills
 - ✓ Abilities
 - ✓ Experiences
 - ✓ Passions
 - ✓ Personality

Ask Yourself:

- What are you known as the go-to person for?
- What things are you most passionate about at work?
- What words do people use when they introduce you?
- What differentiates you from others who do the same work?
- What combination of things do you offer that no one else does?
- What is one thing that everyone says you rock at?

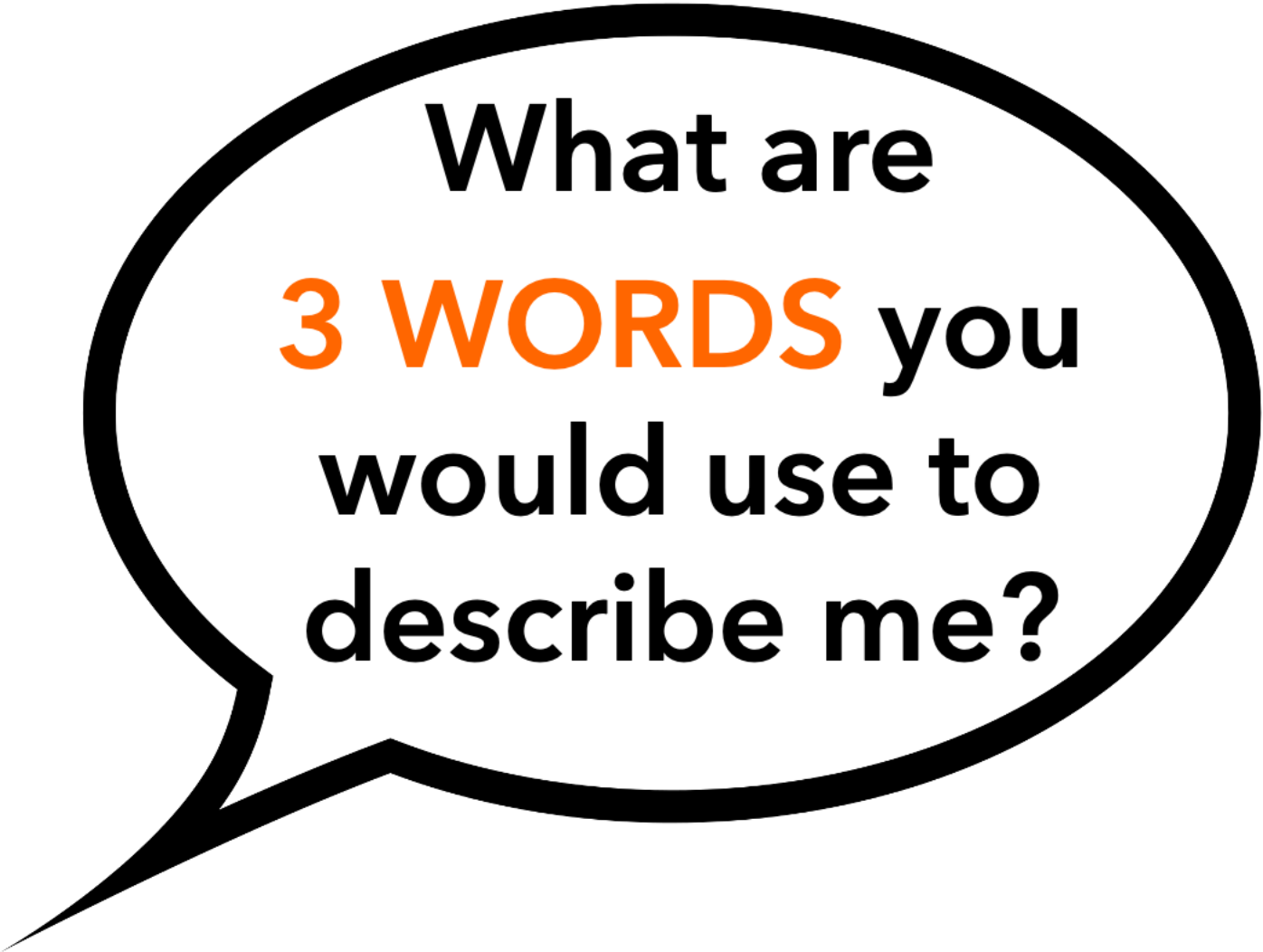


Free Download

**PERSONAL BRAND
WORKBOOK**

[jennifermcclure.net/PBW
orkbook](http://jennifermcclure.net/PBWorkbook)

Ask Others:



What are
3 WORDS you
would use to
describe me?

Ask Others:








5

Create Your Personal Brand Statement



Your Goal:

Convey your **unique promise of value** in a way that gets others to want to know more about you.

The Secret Sauce

B old: Supports a larger goal others will care about

R elevant: In line with what you do or aspire to do

A uthentic: Synonymous with how others describe you

N otable: Memorable and easy to understand

D ifferentiated: Separates you from others who are similarly situated

Avoid Generalities & Buzzwords

1. Specialized

2. Experienced

3. Leadership

4. Skilled

5. Passionate

6. Expert

7. Motivated

8. Creative

9. Strategic

10. Successful

How Did They Do?

How Did They Do?

Dedicated and experienced team member with values and strong organizational skills. Seeking a full-time career.

How Did They Do?

I'm a turnaround management expert in the Federal Sector.

I take on challenges no one in their right mind would touch and transform losers into profitable organizations.

People always say, "If it's broke, give it to Tim."

How Did They Do?

I'm the person that you call when you have more month at the end of your money.

Your Personal Brand Statement

I am (Professional Identity),
who helps (My Audience)
do or understand (Unique Solution),
so that (Transformation/Benefit).



Julie (Jules) Turney, (HRforHR) 🔊 · 1st

I help burned out and frustrated HR Professionals to take control of their careers. #YourHRCoach 🎯 Author 📖 HR Disrupter ⚡ TEDx + Public Speaker 🎤 Host of the HR Sound Off Podcast Show 🎧



UFacilitate



CIPD Qualifications

<https://www.linkedin.com/in/iamjulieturney/>



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Sam Eaton (She/Her) · 1st

You left corporate to start an HR business - I'll make sure you never go back

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Jamie Pannese, MAIOP, SHRM- SCP · 1st

The HR professional managers WANT to call...not the one they HAVE to.

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**Bridgewater
Associates**



**University of New
Haven**

Develop Your Personal Brand

Always Be Evolving...

Personal Branding is not a one-time event.

Your **Personal Brand** is ever evolving.

As you gain experience and grow, your skills and interests evolve with you.

Communicate Your Personal Brand

Your Online Reputation



Information found on-line is used by others to assess your credibility, knowledge & experience.

Online Profiles

Photo: Friendly & aligns with your role.

Your virtual handshake.

Headline: Make it count.

The first (and possibly only) description people see.

Summary & Experience: Tell your story!

Don't copy and paste your resume.

Share Your Expertise

Write / Speak

Curate / Share

Volunteer / Lead

Mentor / Coach

Finally...

What's the most
powerful word in
Personal Branding?



THE



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JENNIFER
McCLURE

Do

A green circular icon containing a white downward-pointing arrow.

Free Download

**PERSONAL BRAND
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