

# *Personal Branding*

**“What Does  
Corporate America  
Know That I Don’t  
Know?”**

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# When I say.....You say....

- Nike
- Morton Salt
- Coca-Cola
- Jiff Peanut Butter
- Chevrolet
- McDonald's
- All State Insurance
- Notre Dame Football



# When I say....You say (one word)

- Anthony Weiner
- Princess Kate
- Tiger Woods
- Snooki
- Oprah
- Bill Clinton
- Edward Snowden



# Corporate Image Challenges

- Tylenol
- Carnival Cruises
- BP Oil
- Live Strong
- Lehman Brothers
- Arthur Anderson
- Enron



# *Personal Branding*

What does Corporate America know already?

People do business with people they know, like and trust!



# *Personal Branding*

What does Corporate America know already?

A product is consumed  
and a Brand is sought  
after



# *Personal Branding*

What does Corporate America know already?

Brands are trusted because of their consistency and predictability



# *Personal Branding*

What does Corporate America know already?

Brands stand out  
because of their  
uniqueness





# *Personal Branding*

What does Corporate America know already?

Products have a limited shelf life while Brands remain strong and relevant



# *Personal Branding*

What does Corporate America know already?

Brand positioning requires consistent communication and adaptation to changing marketplace



# *Personal Branding*

“To establish oneself in the world, one does all one can to seem established already...”

-- Francois de La Rochefoucauld



# *Personal Branding*

What is a “Personal Brand” and how can I improve mine?



# *Personal Branding*

## What is a Brand?

- A trademark or distinctive name identifying a product or manufacturer
- The make of a product thus marked – “a popular brand of soap”
- A mark indicating identity or ownership



# *Personal Branding*

## What Can I Control?

- Everything I do
- Everything I say
- How I feel
- How I react to things





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**MOORE** THE DARLA MOORE SCHOOL OF BUSINESS  
UNIVERSITY OF SOUTH CAROLINA

# *Personal Branding*

## How Will My “Personal Brand” Be Assessed?





# *Personal Branding*

**Visually** – what another person “sees”

**Verbally** – what another person  
“hears”

**Behaviorally** – what another person  
“observes”

Once a perception is formed, it  
becomes

part of your Personal and  
**Professional Reputation**



# *Personal Branding*

## **Visual Cues**

- What you are wearing, posture, hairstyle, smile and level of eye contact
- Your overall “business presence”
- How well you are groomed, your first impression and ALL details

93% of 1<sup>st</sup> impression is non-verbal



# *Personal Branding*

## **Verbal Cues and Habits (includes email)**

- Tone, speed and accent
- Language and clichés
- How articulate you are
- How diplomatic and tactful you are
- Topics of conversation chosen
- How you motivate others verbally



# *Personal Branding*

## **Behavioral Cues**

- Actions and treatment of others
- Professional reliability and timeliness
- How comfortable you make others feel
- Your unique blend of social skills
- Your work ethic and job habits
- How dependable and professionally accountable you are
- No disconnect between words and actions



# *Personal Branding*

Think stress behaviors through in this way.....

What are your thoughts or cognitive filters as you go into stress?

What are your physical reactions?

What are your behaviors or action tendencies?

What do you say and how do you say it?



# *Personal Branding*

Perception = Reality



# *Personal Branding*

How can I best  
improve my  
“Personal Brand?”



# *Personal Branding*

## **How Can I Add Value To My Personal Brand?**

Convey a Consistent Message

Develop Professional/Personal Relationships

Listen, Listen and Listen

Act after Investigation, Preparation & Reflection

Deliver on all Promises/Exceed Expectations

Discover how you are viewed by others

Set Personal Priorities & be “More Than”





# *Personal Branding*

## **What about the details related to my “Personal Brand?”**

Can't be left to chance

Must be predictable

Seen through the eyes of those you Lead

Must be honest and non-emotional

Audit your Brand regularly (SWOT Analysis)

Know your Target Audience/Stakeholders well



# *Personal Branding*

What about my “Personal Brand” related to change?

*You can do 3 things.....*

Ignore it

React to it

Make other SMART changes



# *Personal Branding*

Develop a Personal Branding Message  
(Elevator speech)

Package the Brand  
(Everything you do and wear)

Broadcast your Brand  
(Everything that you say, write or is  
written about you)

Be your own PR Representative  
(Update everyone in a timely  
manner)



# *Personal Branding*

## You have control.....

Have the opportunity to determine how  
you'd like to be seen by others

Have the opportunity to determine how  
your Target Market message

Have the opportunity to create your  
own “Brand Insistence”





# In Conclusion.....

- “People are like diamonds, they have a basic market value, but it is only after they have been polished, that the world will pay their real value....”

----William Thourlby