



Inclusion Committee Hispanic & Latinx Heritage Month



The Power of Personal Branding

Dr. Ginny A. Baro, CEO & Founder



My Story (then... and now)

CEO & Founder of ExecutiveBound®

Creator of the innovative and proven method
C.A.R.E.S. Leadership Success System™

Lead Executive Coach of *The Fearless
Leadership Mastermind*™, supporting female
leaders to advance

But it wasn't always this way....



Award-winning speaker & leadership coach

#1 Bestselling author of *Healing Leadership*
and *Fearless Women at Work*

Named Top 100 Global Thought Leaders

McKinsey&Company

Executive Coach, Hispanic/
Latino Executive Program





Your Gift from
Incyte!

Stay tuned for the link!

Why create a powerful personal brand?

To deliver...



Business Growth



High-Performing
Teams



Emotional
Well-Being

- ❖ Collaborate with your diverse network & build trust
- ❖ Position yourself for opportunities
- ❖ Boost your confidence & sense of belonging
- ❖ Make career & life decisions
- ❖ Fulfill your leadership potential



Key Takeaways: 3 Strategies to Building a Powerful Personal Brand

1

Understand

Your Personal Brand & Unique
Value Proposition (UVP)

2

Connect

with your Centers of
Influence Network

3

JDI - Execute

with a Growth Mindset

Understand: What's Your Personal Brand?



What words come to mind about these logos?

What words come to mind when others see/hear *YOUR NAME*?

1. Understand

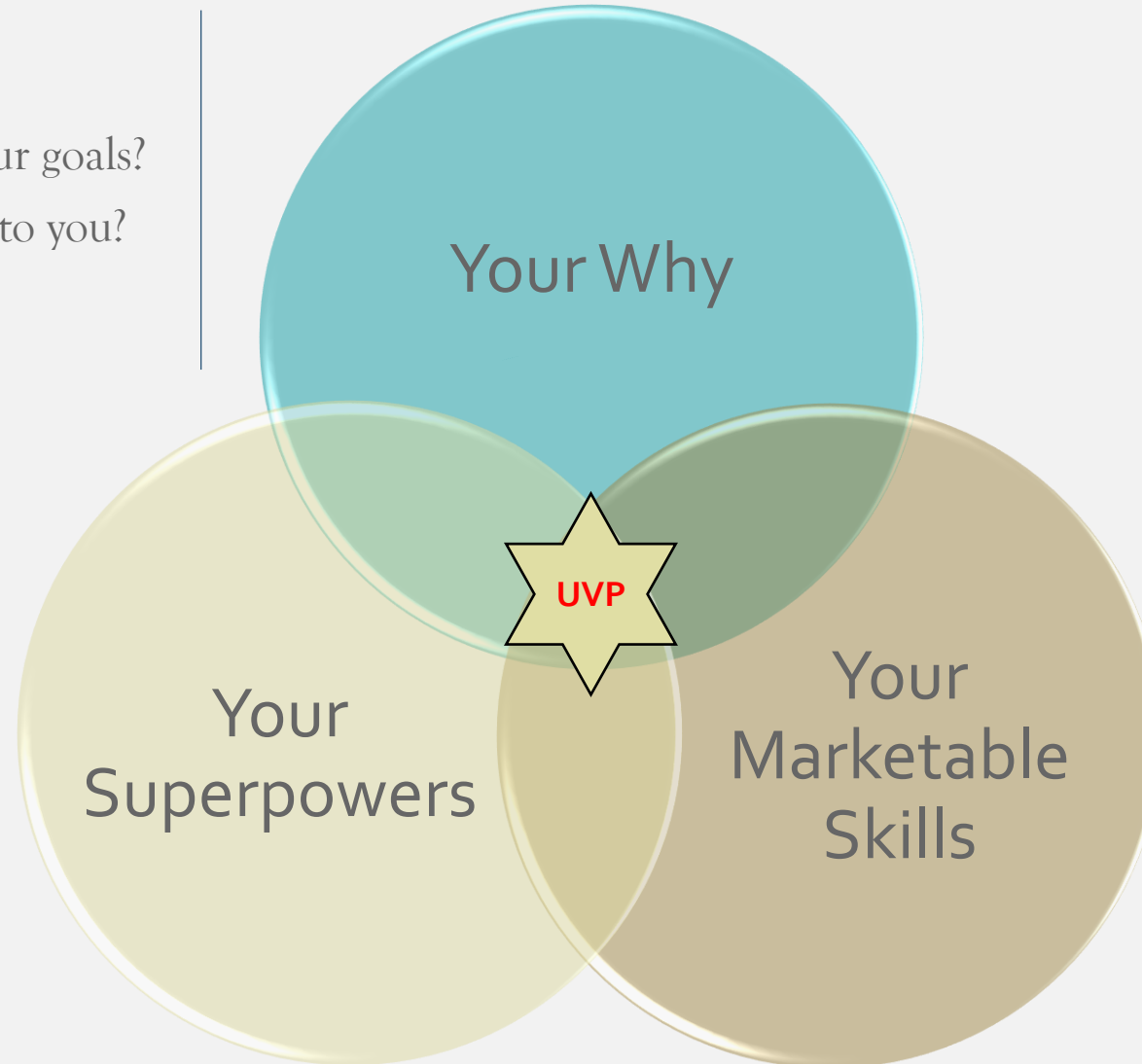
What is it your personal brand?

- “What people say about you when you leave the room.” How others perceive you.
- Earns you a reputation in your field – the value you contribute through your expertise
- Includes your character, core values, attributes (strengths, attitudes, consistency, authenticity, stories, impact, interests, aspirations, experience, legacy)
- It’s how you “show up” for your audiences (energy, contributions, vulnerability, words, behaviors)



1. Understand: Your Unique Value Proposition (UVP)

- What fuels your goals?
- What matters to you?



- What skills have you learned?
- What makes you an SME & successful in your roles?

- What are you great at?
- What makes you special?

In Your Workbook

1. How to Leverage Your Personal Brand & UVP

Own your career, communicate, support your teams, and build new relationships--allies

Articulate your ideas, vision, and plans

Understand others' UVP

Be open-minded and flexible

Share lessons learned
"Your mess is your message"

Build collaborative relationships

Invest time & effort in personal and professional development

"DON'T BE WALLPAPER"





*Understand Your Personal Brand
& Unique Value Proposition*

**What's your #1
takeaway?
Make a note**

2. Connect with your Centers of Influence

Build relationships with...

- Managers & their peers, Sr. leaders
- Your Peers
- Your team/direct reports
- Sponsors & Mentors
- Clients, partners, other stakeholders

Notice gaps

Build a strong “army of allies”

In Your Workbook





INVITE THEM TO 15-MIN CYBER-COFFEE/TEA

Be proactive about
connecting consistently



CONTRIBUTE TO THEM

Share your impact
and the team's



GET CURIOUS ABOUT THEM

What are they up to?
Check LinkedIn



FOLLOW-THROUGH

Share info of
"interest" to them.
Know their "WIFM"

How to engage with Your Centers of Influence Network



*Connect with your centers of
influence network*

**What's your
#1 insight?
Make a note**

3. Just Do It - Execute with a Growth Mindset

- ✓ Acknowledge **fears and doubts** about cultivating strong relationships, mentors, and sponsors
 - Not enough time!
 - Self-doubt—what do I have to offer them?!
 - Procrastination
 - Fear of failure, ridicule, rejection
 - Fixed mindset –my value is tied to my results
 - Perfectionism

- ✓ Have **faith in your abilities** to navigate through them



In Your Workbook: BONUS ASSESSMENT

3. Just Do It - Execute with a Growth Mindset

- ✓ Practice reframing any challenges and setbacks as opportunities for learning
- ✓ Seek opportunities to step out of your comfort zone (i.e., ask for the 15-minute cyber coffee/tea)

Adopt these beliefs:

“Everything is happening **for** me” (Byron Katie)

“Even if I don’t see the results I want, I get to tweak and try again”

In Your Workbook: BONUS ASSESSMENT



Key Takeaway Recap: 3 Strategies to Building a Powerful Personal Brand

To deliver business growth, high-performing teams, and emotional well-being



**1. UNDERSTAND YOUR
PERSONAL BRAND &
UNIQUE VALUE
PROPOSITION (UVP)**



**2. CONNECT WITH YOUR
CENTERS OF INFLUENCE
NETWORK**



**3. JDI - EXECUTE WITH A
GROWTH MINDSET**



We encourage you:

- Assess your Personal Brand & UVP
- Draw your Centers of Influence Network & assess how healthy it is
- Pick 1 – 3 steps you'll take next: i.e., schedule reaching out to a mentor & Sponsor
- Connect with peers and us!



Your Gift!

Your Private Resources Page

- ✓ Workbook, Presentation PDF
- ✓ Bonus Videos
- ✓ Behavioral assessments & more!
- ✓ Email support, M – F, 9 AM – 5 PM ET



www.ExecutiveBound.com/incyte23



The 4 Agreements by Don Miguel Ruiz

1. Be impeccable with your word.
2. Don't make assumptions.
3. Don't take things personally.
4. Always do your best.



“My Why is to fulfill my potential and to help my son, Kyle, and clients achieve theirs.”

Dr. Ginny A. Baro

THE 3-DAY WOMEN'S

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NOVEMBER 2023

*Mastering Confidence,
Assertiveness, and Building
a Powerful Support Network*

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Thank you!

Let's Connect

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APPENDIX



Dr. Ginny A. Baro

Dr. Ginny A. Baro, Ph.D., MBA, MS, CPC, immigrated to the U.S. at age 14 with nothing more than a dream. Today, she is an award-winning international transformational speaker, leadership coach, career strategist, and author with over three decades of experience in the corporate world. As the founder and CEO of ExecutiveBound™, Dr. Baro helps emerging executives by providing a unique approach to leadership development that is grounded on research, best practices, and lived experiences, which she uses to help her clients unlock their full potential.

Named one of the Top 100 Global Thought Leaders, Dr. Baro's expertise in leadership development has been recognized by Fortune 500 companies and partners, including McKinsey&Company, Verizon, Merck, and Pfizer, where she has been invited to speak numerous times on the topic. She has also been featured in numerous media outlets, including NBC, ABC, Fox, Univision, USA Today, Yahoo Finance, New York Business Journal, and Latinas in Business. She is a highly sought-after leadership coach and speaker for McKinsey&Company's Hispanic/Latino Executive Program and a subject matter expert on Personal Branding for the Management Accelerator since 2021.

Dr. Baro is the author of [two best-selling books](#): *Fearless Women at Work* and [Healing Leadership](#). Her books have been praised for their practical advice and actionable strategies. In 2020, Dr. Baro created the [Fearless Leadership Mastermind™](#) to help high-potential female leaders of all backgrounds grow and advance. Her expertise, passion, and commitment to helping leaders and women make her an invaluable resource to any organization looking to unlock the full potential of their talent and achieve success in their business. To learn more, please visit www.ExecutiveBound.com.



A Sample of Clients & Partners

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S&P Global

Schroders



Ameritrade



A proven “**Gold Standard**” in leadership development delivering results for talented female leaders in STEM fields, financial services, and Fortune 500 companies since 2020.

What Our Member Say...



To learn more about our leadership training solutions, visit: ExecutiveBound.com



Kathy McKeon

Senior Account Executive, Merck

“*The Fearless Leadership Mastermind* program has been a personal and professional **game-changer** for me! Now I have **more tools** to continue to grow as a leader, to build mutually beneficial relationships, and take care of myself, my team, and the people I care about.”



Tom Tysz

Director, Human Resources

“When we started working with Ginny, we needed assistance with several managers who had **challenges interacting and motivating** their staff. Ginny built relationships and gained the trust of our employees. Her influence made an **immediate and lasting impact** on the way our leadership engaged with their teams.”



Mercedes Tarlati

Director, Head of Study Design, Merck

“When I joined the program, I was a manager with ten people reporting to me in Argentina. I couldn't find the career opportunities I was looking for. Everything is changing as I'm moving to the U.S. for a Director position with 19 people reporting to me. **Making this investment in myself was absolutely worth it.**”