



Building Your Personal Brand

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

External Leadership Coach
Hispanic/Latino Program



Your Gift from the Wolfpack

Stay tuned for the link!

Why create a powerful personal brand?

To elevate your career by delivering...



Business Growth



High-Performing
Teams



Emotional
Well-Being

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



Additional Benefits of a Powerful Personal Brand

1. Drive Professional Success



75%

Say it's key to unlocking opportunities

2018 LinkedIn Survey

2. Increase Visibility & Social Media Presence



72%

of US uses social media
Use LinkedIn to elevate brand, connect, show you are a *subject matter expert* (SME)

The Pew Research Center
Nielsen Company

3. Build Trust and Credibility



83% trust

recommendations from friends & family

66% trust consumer opinions online/reviews

Nielsen Company

4. Amplify Entrepreneurial Impact



42% entrepreneurs worldwide say it is crucial for business success

Global Entrepreneurship Monitor

Today: 3 Strategies for Building a Powerful Personal Brand

To elevate your career by delivering 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

Execute

with a Growth Mindset

1. Understand

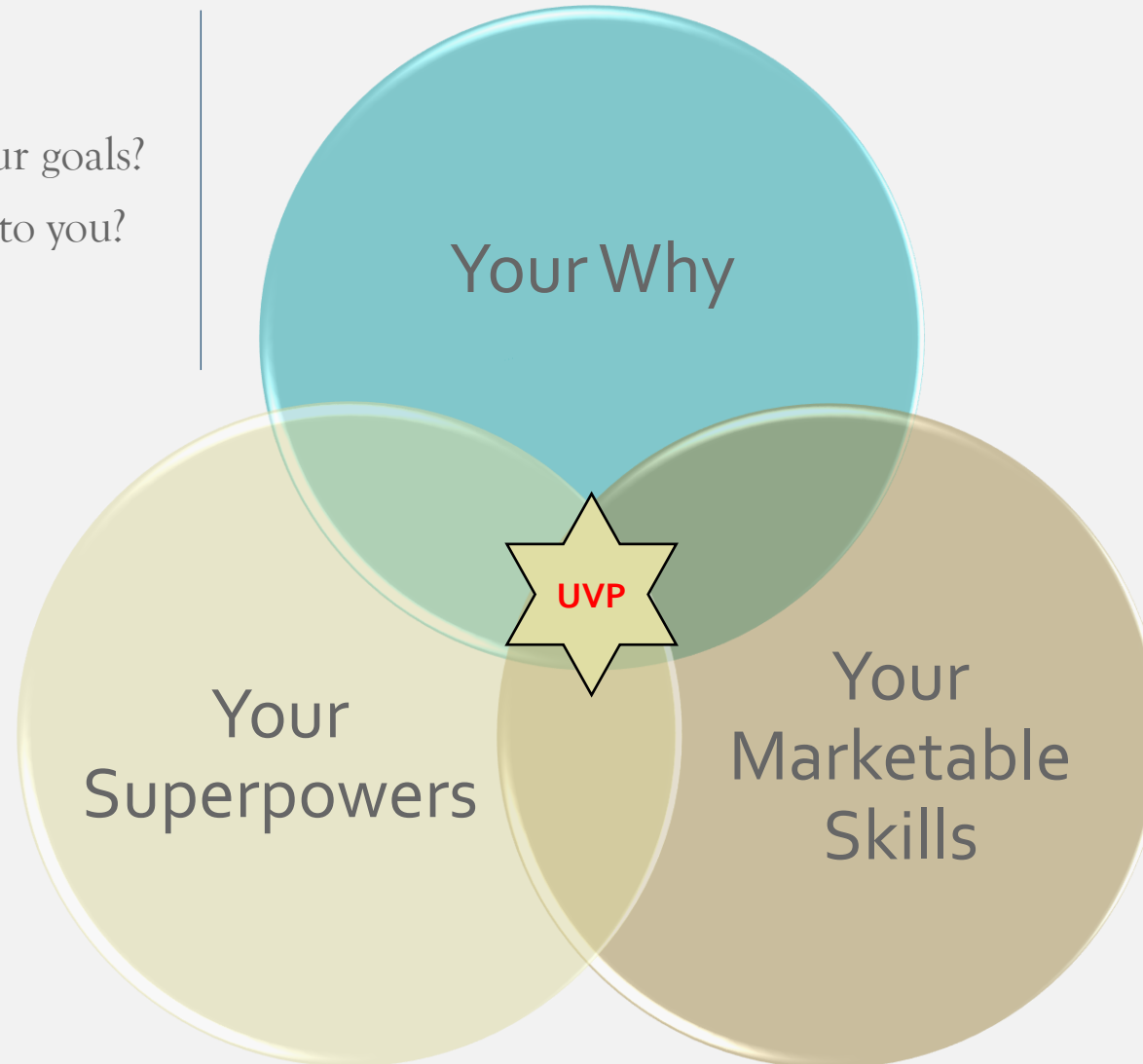
What is it your personal brand?

- “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
- It includes your character, core values, focus, authenticity, consistency, story, impact, interests, strengths, aspirations, experience, legacy
- How you show up for your audiences (contributions, energy, 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?

In Your Workbook

1. How to Leverage Your Personal Brand & UVP

Communicate, support your teams, and build new relationships and support networks

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





Share your takeaway in the chat

#1 Understand your Personal
Brand

2. Connect with your Centers of Influence Network

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 regularly



CONTRIBUTE TO THEM

Share your impact



GET CURIOUS ABOUT THEM

Check out what they
are up to, i.e.,
LinkedIn



FOLLOW-THROUGH

Share info of
“interest” to them.
Know their “WIFM”

How to engage with Your Centers of Influence Network



Share your takeaway in the chat

#2 Connect with your Centers of
Influence Network

3. Execute with a Growth Mindset

- ✓ Practice reframing challenges and setbacks as opportunities for learning
- ✓ **Ask yourself:**
 - What can I gain from this opportunity?
 - How is this situation helping me (and the team) grow?
- ✓ Seek opportunities to step out of your comfort zone – raise your hand, say “no” when needed
- ✓ Acknowledge your fears and doubts
- ✓ Seek support from experts, mentors, coaches, friends, etc.
- ✓ **Adopt these beliefs:**
 - “I have faith in my abilities to navigate through my fears and doubts.”
 - “I embrace challenges as opportunities to grow.”
 - “Even if I don’t see the results I want, I get to tweak and try again.”

3. Execute with a Growth Mindset

Here's a shortcut - Byron Katie said...

**“Everything happens for you, not to you.
Everything happens at exactly the right
moment, neither too soon nor too late.**



Adopt this belief!

“Everything is happening for me!”

BONUS: How do you execute on meaningful goals?

Based on what you learned today, imagine...

You and I are meeting 12 months from now, and you've had a wildly successful year, the best of your career yet..

What happened?

Speak in the past-tense, get detailed... In Your Workbook!



RECAP: 3 Strategies for Building a Powerful Personal Brand

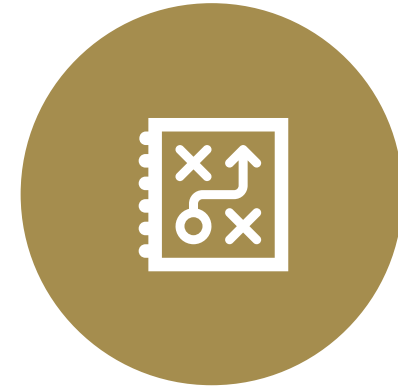
And elevate your career by delivering business growth, high-performing teams, and emotional well-being



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



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



**3. EXECUTE WITH A
GROWTH MINDSET**



 www.ExecutiveBound.com/wolfpack23

What can you do next? Use Your Gift !



- Assess your Personal Brand & Unique Value Proposition (UVP)
- Draw your Centers of Influence Network
- Execute on the next steps with a growth mindset
- Connect with us!

The 5 Reiki Principles

(rei = universal, ki = life energy)

1. Just for today, I will **not worry**.
2. Just for today, I will **not be angry**.
3. Just for today, I'll **be grateful** for my blessings.
4. Just for today, I will **work with honesty and integrity**.
5. Just for today, I will **be kind** to myself, others, and every living thing.





“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

Fearless Leadership **Masterclass**

NOVEMBER 2023

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

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REGISTER TODAY!



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Thank you!

Let's Connect

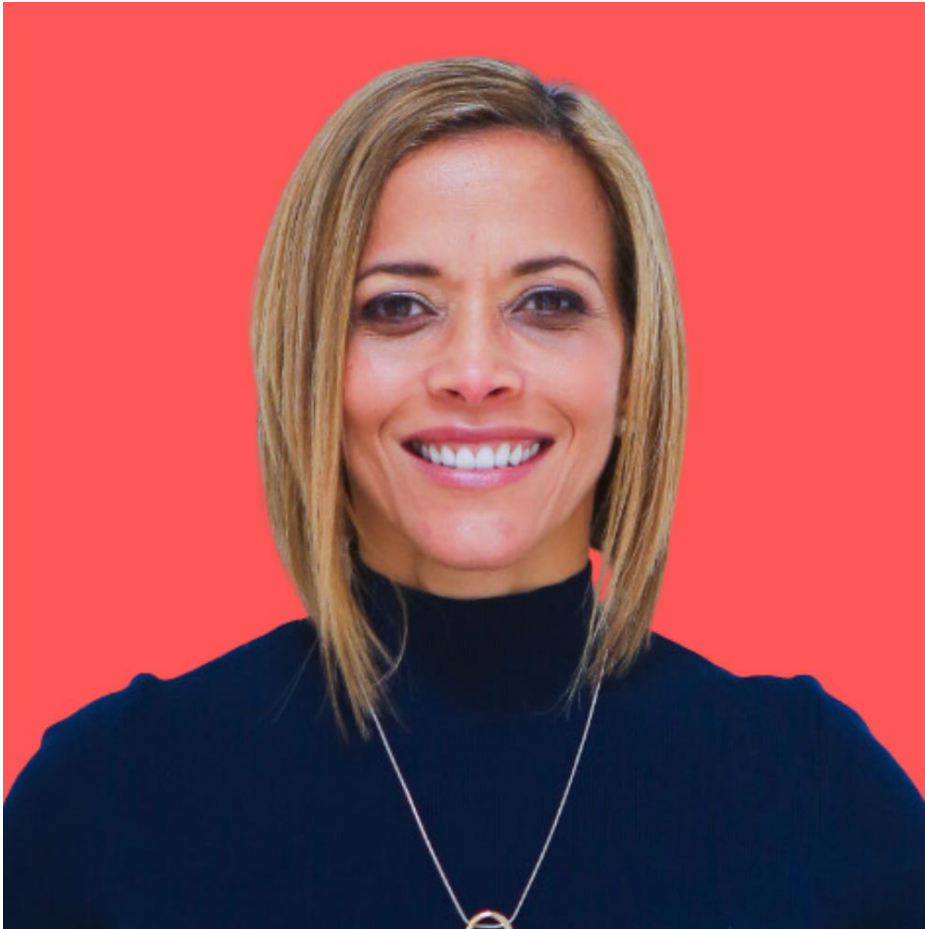
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APPENDIX



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.



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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 Members Say



To learn more about our transformational services, please 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.**”