



## API Diversity Team

# 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

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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

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McKinsey&Company

External Leadership Coach  
Hispanic/Latino Program





**Your Gift from  
API Diversity Team!**

**Stay tuned for the link!**

# Why create a powerful personal brand?

To deliver...



Business Growth



High-Performing  
Teams



Emotional  
Well-Being

- ❖ Champion diversity, equity and inclusion authentically
- ❖ Collaborate with your network
- ❖ 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 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**

**Execute**

**with a Growth Mindset**

# Understand: What's Your Personal Brand?



What words come to mind, what do you say about them?

**What do others say about *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)





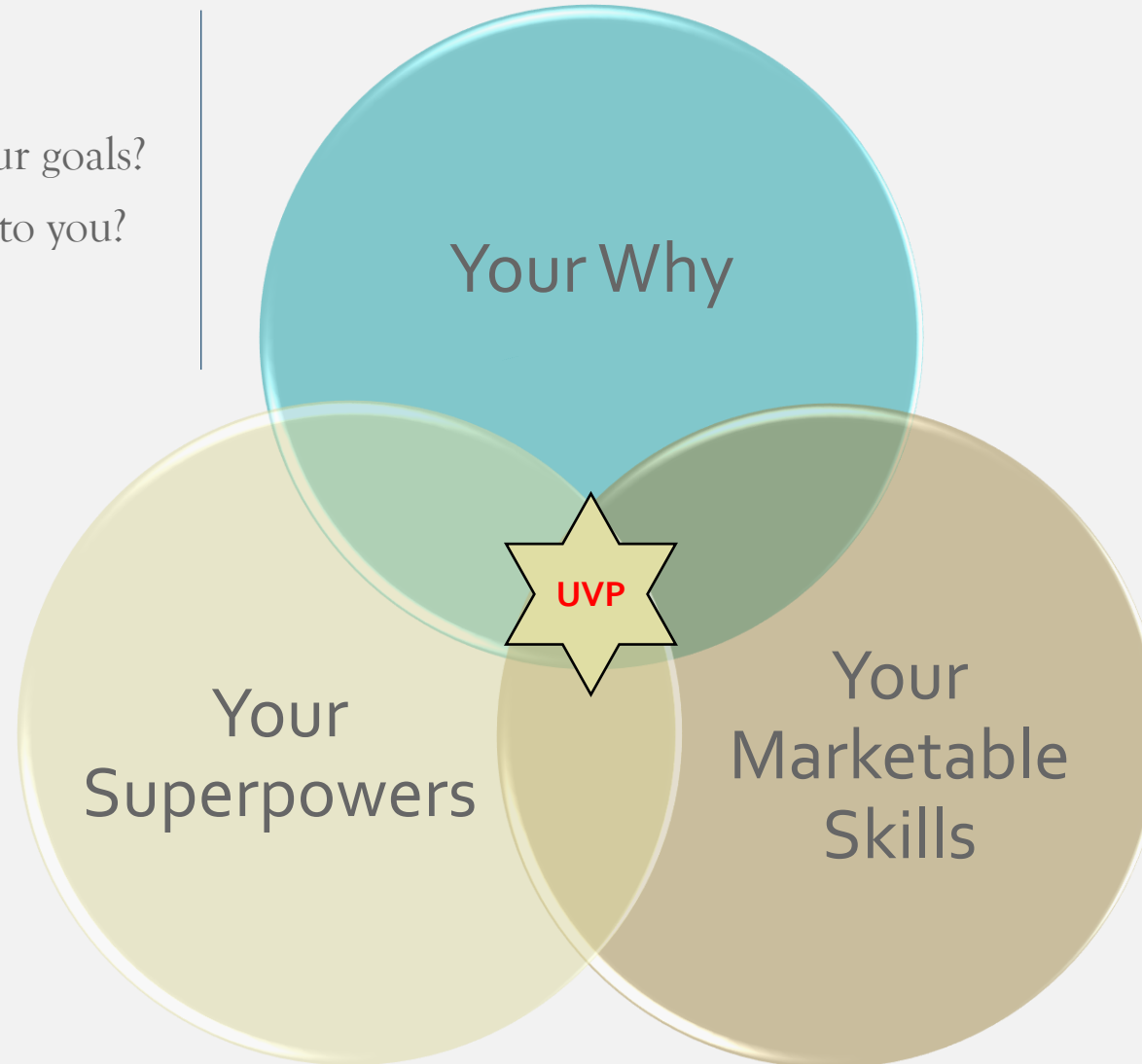
“Everyone has something to offer. Diverse teams are more collaborative, more accepting of different perspectives, and more representative of the world we all share.”

*Pfizer*



# 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 Our Workshop*

# 1. How to Leverage Your Personal Brand & UVP

Own your uniqueness, communicate, support your teams, and nurture your network of allies

Articulate your ideas, vision, and plans

Understand others' unique value (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*

**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”

Shift from being “transactional” to “relational”

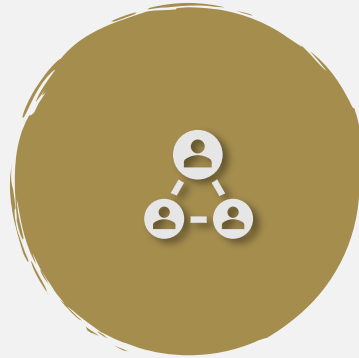
*In Our Workshop*





### 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



*Connect with your centers of  
influence network*

**What's your #1  
insight?  
(make a note)**

# 3. Execute with a Growth Mindset

- ✓ Acknowledge **your fears and doubts** and have **faith in your abilities** to navigate through them

- Fear of failure
- Fixed mindset
- Perfectionism
- Procrastination
- Self-doubt

*BONUS: In Your Workbook*

- ✓ Practice reframing challenges and setbacks as opportunities for learning

- ✓ **Adopt these beliefs:**

- This situation will help me (and the team) grow.
- Even if I don't see the results I want, I get to tweak and try again.
- I will seek opportunities to step out of my comfort zone (raise my hand or say no when needed)



# 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!”**

# 3. Execute with a Growth Mindset

*In Our Workshop*

## Create Your Elevator Pitch

- 1-to-2-minute introduction to you

It lets others know:

- Who you are
- What makes you tick
- How you contribute



# RECAP: 3 Strategies to Building a Powerful Personal Brand

To champion diversity, equity, and inclusion and 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. EXECUTE WITH A  
GROWTH MINDSET**



## What will we do next at our workshop?

- ✓ Assess your Unique Value Proposition (UVP)
- ✓ Draw your Centers of Influence Network
- ✓ Create your elevator pitch!
- ✓ Connect with peers and practice!



# Your Gift from API Diversity Team!

## Your Private Resources Page:

- ✓ Workshop Workbook, Presentation PDF
- ✓ Bonus Videos
- ✓ Behavioral assessments & more!



[ExecutiveBound.com/apiversityteam](https://ExecutiveBound.com/apiversityteam)

**“Do what you can until  
you know better, then  
once you know better, do  
better.”**

Maya Angelou





“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*

**SAVE YOUR VIRTUAL SEAT**

**REGISTER TODAY!**



[www.ExecutiveBound.com/apidiversityteam](http://www.ExecutiveBound.com/apidiversityteam)



# Thank you! Let's Connect

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# APPENDIX

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# 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](http://www.ExecutiveBound.com).

