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“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou



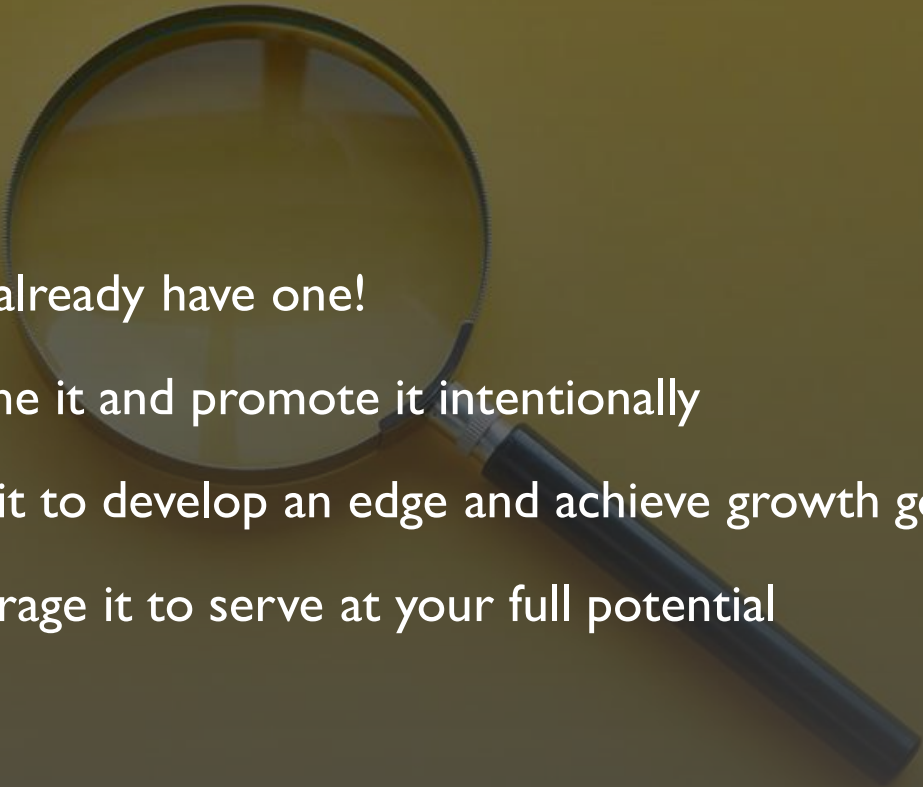
# WHAT IS YOUR PERSONAL BRAND?

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- What people say about you when you leave the room
- The way people feel after they've engaged with you



# WHAT IS YOUR PERSONAL BRAND?

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- You already have one!
  - Define it and promote it intentionally
  - Use it to develop an edge and achieve growth goals
  - Leverage it to serve at your full potential

# YOUR PERSONAL BRAND INCLUDES YOUR...

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Reputation



Character



Qualities



Conduct



Work ethic



Why



Message



Communication



Style

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**YOUR  
PERSONAL  
BRAND IS...**

**Who you are**

**What you stand for**

**The values you embrace**

**The way in which you  
express those values**



# 10 STRATEGIES TO DEVELOP YOUR PERSONAL BRAND

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*Source: 10 Tips For Building Your Personal Brand that Can Boost Your Career, Dr. Sean Gresh, Northeastern University*

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## I. Figure out who you are

Your personal strengths, weaknesses, motivation, legacy



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## 2. Determine what you want to be known for



Assess your strengths and weaknesses based on the roles you want



Envision where you want to be in five or 10 years



Identify the leadership attributes you want to be known for



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## 3. Define your audience – who are you trying to reach?



Other industry  
thought leaders?



An individual at a  
particular company?



Sponsors, Mentors



Craft your story and  
share it

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## 4. Research your target industry

- Research other SMEs in the company/industry
- Find out where they contribute their thinking
- Follow people who are successful, check out what they're doing
- Role-model them

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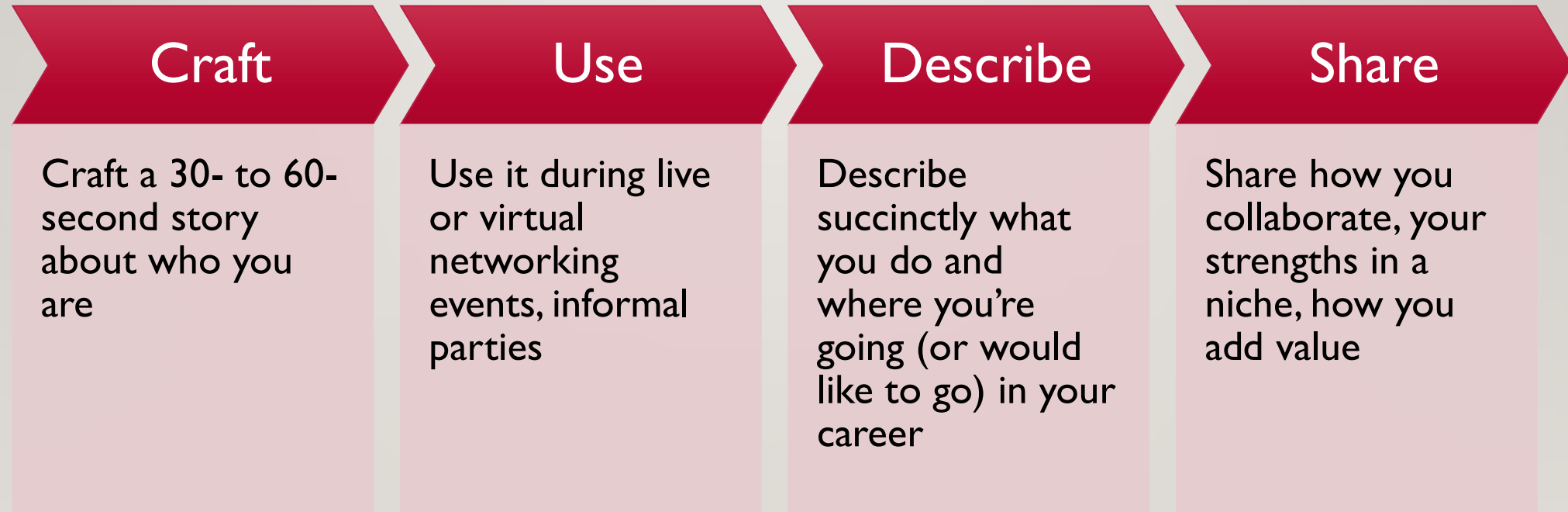
## 5. Ask for a 15-minute cyber-coffee to connect

- Reach out to leaders in your company / industry for a 15-minute cyber-coffee or tea
- Ask anyone who interests you
- Get curious – people can be genuine and generous

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## 6. Prepare an elevator pitch

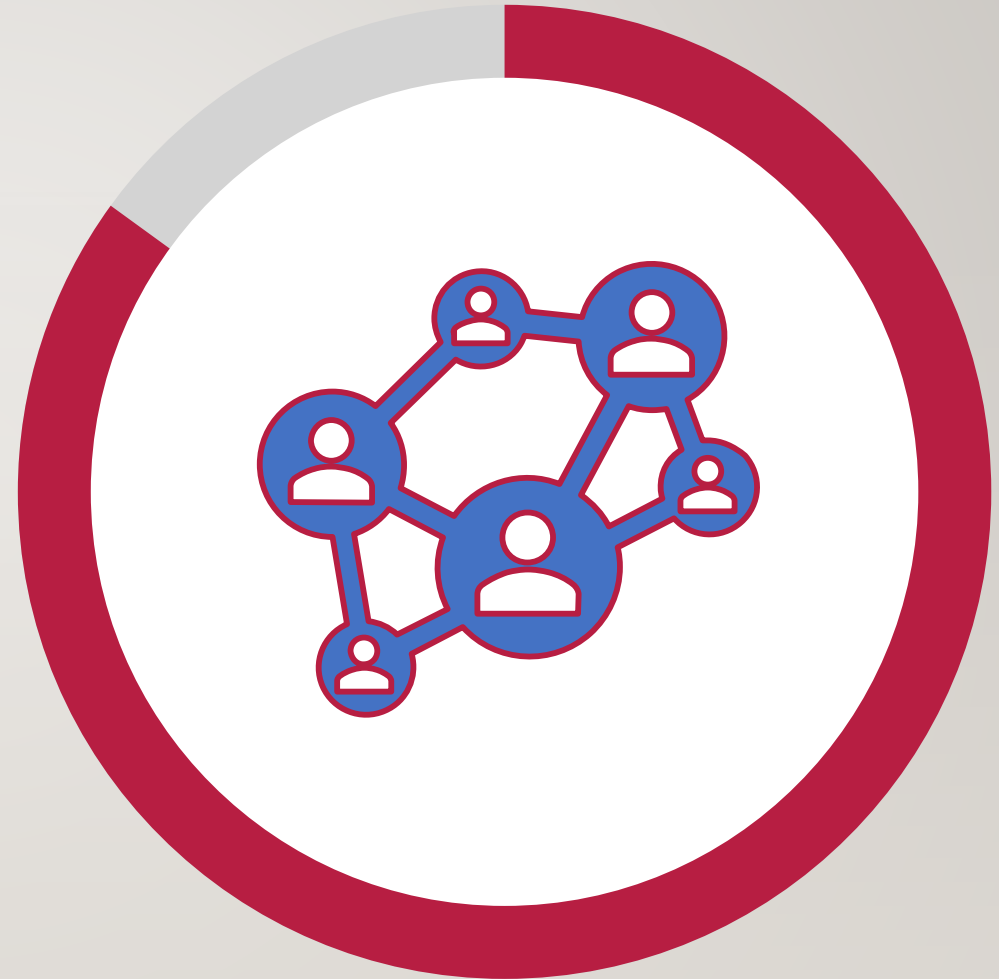


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## 7. Embrace networking – 85% of jobs are filled through networking

- Network to grow your professional circle
- Build your centers of influence
- Connect with peers and industry thought-leaders



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## 8. Ask for recommendations

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Ask current and former colleagues and managers to endorse you

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LinkedIn is a great place to ask for endorsements

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Ask the people endorsing you to act as an actual reference

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Ask leaders in your trade organizations



# 10 STRATEGIES TO DEVELOP YOUR PERSONAL BRAND

## 9. Grow your online presence

- Create an engaging online presence—share meaningful topics with them
- Focus on social media platforms with your audience, e.g., LinkedIn
- Match your story across all platforms
- Use privacy settings to safeguard information

# 10 STRATEGIES TO DEVELOP YOUR PERSONAL BRAND

## **10. Remember that your personal brand isn't only online**

- Be mindful of how you carry yourself (home, office, daily interactions)
- Your reputation speaks volumes
- Look for opportunities to collaborate
- Volunteer for projects
- Assert yourself as a leader