

Building a Personal Brand

“Who are you becoming?”

Silas Grant, Guest Lecturer

Who am I? My Superpower and Gifts

- Superpower 1: I do not have enemies
- Superpower 2: I am a thought leader
- Gift 1: I am a storyteller
- Gift 2: I am a storywriter
- Gift 3: I am a connector
- Gift 4: I am a "Linchpin"
- Gift 5: I am an equipper

“Begin With the End in Mind”

- What will your funeral look like?
- Who will be there?
- What will they say?
- What will be written in your obituary?
- How much control do you believe you have today over your tomorrows?

Quick Exercise: Who are you? Introductions

- Tell me your name
- Tell me your business idea
- Tell me your favorite nursery rhyme.....and then sing it

Why nursery rhymes?

- Simple
- Introduced early and often
- Messaging

Quick Exercise: Perceptions

- How would you describe Humpty Dumpty?



Here's the thing about branding?

- You can set out to brand yourself
- Others can also set out to brand you
- "Glimpses"

Iconic Brands



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Questions to Ask Yourself

- Are you aware of which brands you associated yourself with?
- Are you attempting to “fit in” or “stand out”?
- Do you change the environment or does the environment change you?

Personal Brand

per·son·al brand

noun

A widely **recognized** and largely-uniform **perception** or impression of someone **based** on their experience, expertise, competencies, and/or **actions** within a **community**, industry, or the marketplace at large. May be deliberately **modified** to reinvent a public persona.



Brand Equity

brand eq·ui·ty

adjective

The value that comes from **perception** of the brand name of a particular product, service, or person. This typically has more value than the product or service itself. The owner of a well-known brand name can generate **more revenue** simply from brand recognition.



Building a Brand Statement

- “As Is” - Based in crises, based on mood, and not based on sound principles; quick fixes; instant gratification;
- What is changeless?
- Periodic review
- “In light of these principles....”
- “I help ___ do ____”

Sharing Your Message

- Clarity
- Simplicity
- Capable Carriers
- Connection
- Association

Brand Statement

I help _____ do _____.

Sample Brand Statement

I help keep families connected to their incarcerated loved ones.
We've connected over 170K families so far.

Quotes

- "Quality is not an act. It is a habit." (Book: "The Power of Focus")
- We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction." - Bill Gates-
- "The illiterate of the 21st century will not be those who cannot read and write but those who cannot learn, unlearn and relearn." - Alvin Toffler -