

Personal Branding: *Brand YOU, Brand NEW*

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MOSSADAMS

Today's Agenda

- ▶ Introduction
- ▶ Personal branding & professional service firms
- ▶ What is a brand?
- ▶ Why do you need to build and maintain a personal brand?
- ▶ What are your positive and negative brand attributes?
- ▶ Determine your target audience
- ▶ Perform a GAP analysis
- ▶ Understanding your personality profile
- ▶ Building your digital presence

Personal Brand & Professional Service Firms

PROFESSIONAL SERVICE FIRM

- ▶ You are the product and the person
 - ▶ Clients are buying you and your expertise
 - ▶ Knowledge
 - ▶ Business judgement
 - ▶ Integrity
 - ▶ Reliability
 - ▶ Efficiency and effectiveness
 - ▶ Communication ability
 - ▶ Written
 - ▶ Verbal
 - ▶ Presentation
 - ▶ Empathy



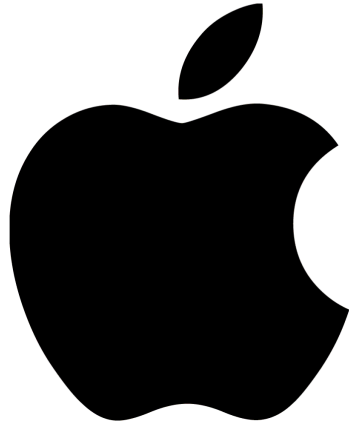
INDIVIDUALS IN THE FIRM

- ▶ You are the product and the person
 - ▶ Clients are buying you and your expertise
 - ▶ Knowledge
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You are the intangible part of the product

What is a brand?

- ▶ Symbol
- ▶ Design
- ▶ Name
- ▶ Sound
- ▶ Reputation
- ▶ Emotion
- ▶ Tone





What Is Your Personal Brand Today?

What does your brand say about you?

What doesn't your brand say about you?

If you were an outsider looking at you, how would your brand story come across?

How do you compare with others in your peer group (your competitors)?

Why Do You Need to Build & Maintain a Personal Brand?

Creates a vision
for your future

Could be your
future career
plan

Can lead to
better
opportunities,
contacts

Garner you
industry
recognition

What Are Your Positive & Negative Brand Attributes?

- ▶ What do you want people to associate with you when they hear your name?
- ▶ What are some negative attributes that you want to marginalize?
- ▶ Develop your personal brand statement
 - ▶ What are you best at?
 - ▶ Who do you serve?
 - ▶ Who is your audience?
 - ▶ How do you do this uniquely? (USP)
- ▶ Communicate your unique value and what differentiates you from the competition

Descriptor

Team Player

Manages Change

Accountable

Consistent

Goes Above & Beyond

Positive Outlook

Displays Leadership

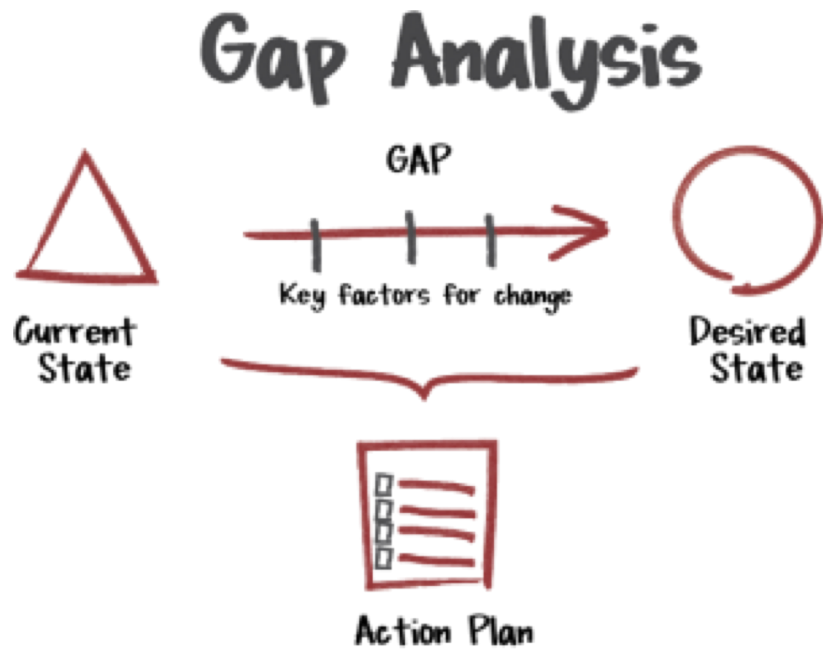
WORKSHOP: 2 Minutes

Determine Your Target Audience

- ▶ Answer the following questions:
 - ▶ Who are the types of individuals with whom you work best?
 - ▶ Who are the types of individuals you want to be working with (internally and externally)?
 - ▶ How do your strengths add value to your target audiences?
- ▶ Internal Stakeholders
 - ▶ Peers
 - ▶ Managers
 - ▶ Partners
- ▶ External Customers
- ▶ Industry Contacts



Perform a GAP Analysis



Identify Your Desired Future State: Where do you see yourself in 2 - 5 years?

Assess Your Current Situation: Consider Position, Initiatives, Projects, Salary, etc.

Identify the Skills You Need to Reach Your Desired Future State

Create An Attainable Short & Long-Term Plan: How Will You Get There?

- Attend Online Training

- Join Local Networking Groups

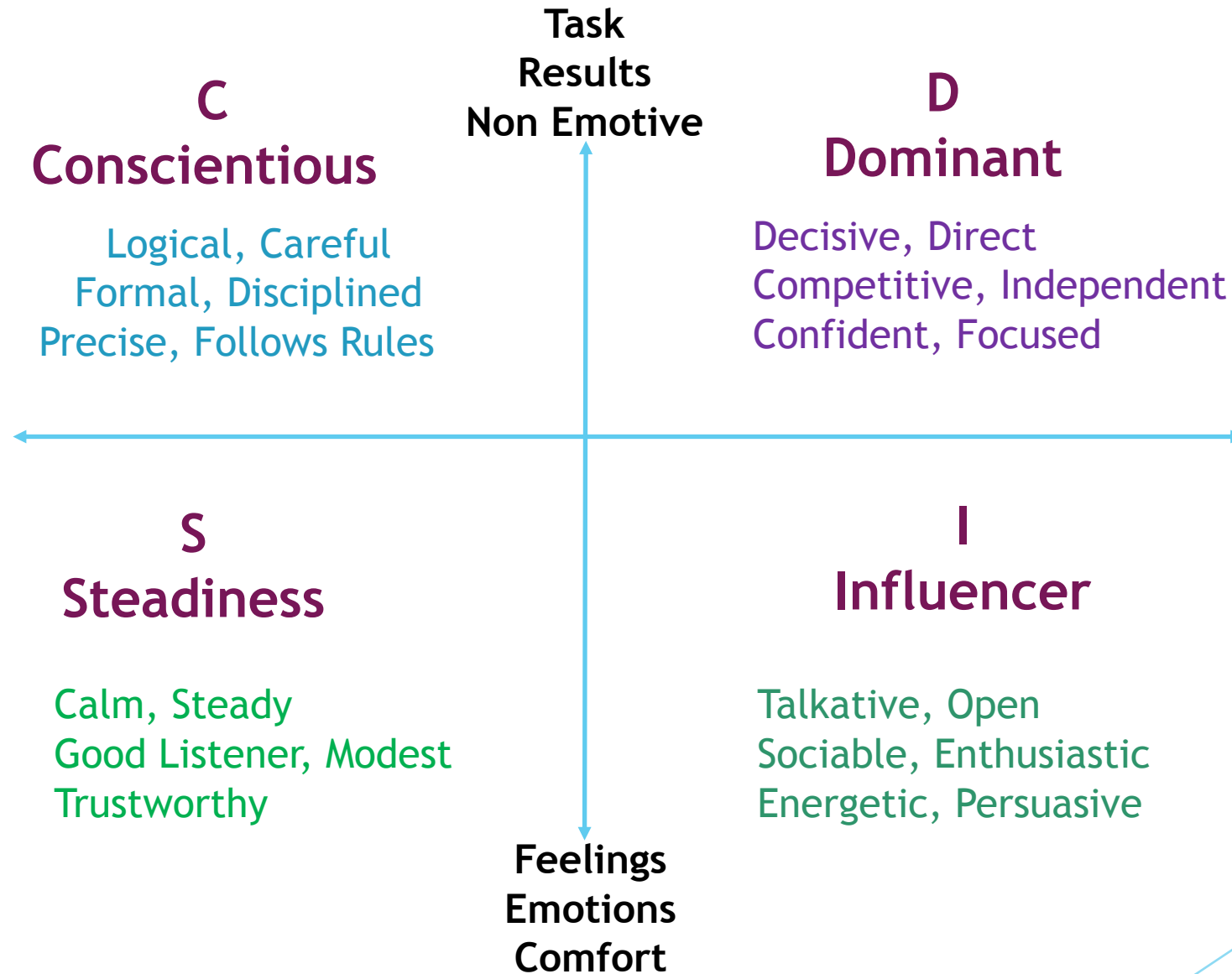
- Attend Trade Shows

- Find a Mentor

Understanding Your Personality Profile

- ▶ No Style is good or bad - no judgment
- ▶ Styles relate to colleagues and clients
- ▶ Styles have nothing to do with intelligence
- ▶ Styles are:
 - ▶ Comfortable with specific styles - and why?
 - ▶ Uncomfortable with other specific styles - and why?
- ▶ Personal Profile - Style Combinations
 - ▶ Normal
 - ▶ Stress
 - ▶ Influencing

Personality Fundamentals:



When Dealing with:

C Conscientious

Provide Facts, Issues & Detail
Be Patient & Slow Down
Control Your Own Activity & Pace
Do Not Pressure
Do Not Get Too Personal

We
Ask
Subtle
Controlled

S Steadiness

Slow Down & Build Trust
Present Issues Logically
Provide All Needed Information
Secure Commitment in Steps
Be Sincere

Task
Results
Non Emotive

Feelings
Emotions
Comfort

D Dominant

Be Direct
Provide Alternatives
Only Disagree on Facts
Act Quickly - They Decide Fast
Do Not Be Emotional

“I”
Tell
Direct
Active

I Influencer

Be Friendly & Make Time to Chat
Let Him / Her Speak
Give Recognition
Remember to Follow Up
Keep Them On Point
Have Fun

Building Your Digital Presence on LinkedIn

- ▶ Think of your LinkedIn profile as your digital billboard
- ▶ People are searching your profile even before they connect with you by email or by phone
- ▶ What should you focus on?
 - ▶ Detailed Experience
 - ▶ Education (Undergrad, Graduate, Certificates, etc.)
 - ▶ Activities
 - ▶ Honors
 - ▶ Publications



Tips to Get Started on LinkedIn

- ▶ Spend 10 minutes per day engaging in discussions on LinkedIn
- ▶ Post one article per week on your personal LinkedIn account
 - ▶ Generates interest
 - ▶ Encourages conversation
 - ▶ Builds thought leadership
- ▶ Always keep your profile updated with new accomplishments, projects, honors, etc.



Now it's time to get started defining
your own personal brand!



Questions?

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