

Cultivating Your Personal Brand

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A personal brand… Really?

How You See Yourself



Includes Values, Passions, Interests, etc.

?

How Others See You

- What do you highlight / showcase?
- What do they remember about you?
- What publicly-available information reinforces these initial impressions?

REALITY << *consonance vs. dissonance* >> **PERCEPTION**

Image Credit: Influencer MarketingHub

Why should I care?

- **!** — **Short Attention Spans / More Niche Competition / More Noise**
- **∞** — **Skills & Experience are Often Just Tablestakes**
- **$** — **Brand Equity Value Over Your Career**

Could be the difference between...



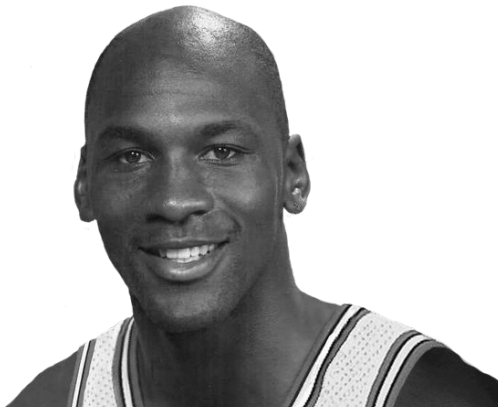
Jack Dorsey

&



Elon Musk

Successful personal brands: different tools and approaches



- Winning
- Excellence
- Determination
- Competitiveness
- Charisma
- Spokesperson

Differentiated Execution

- Political Neutrality
- Creating Scarcity Value



- Empowerment
- Authenticity
- Inspiration
- Empathy
- Resilience
- Philanthropy

Differentiated Execution

- Deep Personal Vulnerability
- Transparency of Personal Failures



- Disenfranchised
- Patriot
- Political Outsider
- Business Acumen
- Controversy
- Anti-Intellectual

Differentiated Execution

- Full Frontal Assaults
- Continuous Media Exposure

Personal branding disasters? Oh yes…for many reasons!



Five-Steps to Cultivating a Personal Brand

1. **Determine your goals**
   - Monetary gain?
   - Professional success?
   - *"I just want people to like me..."*
2. **Ascertain your brand attributes**
   - Be authentic
   - Okay to be aspirational if genuine
3. **Audit your brand equity**
   - Utilize trusted personal stakeholders
4. **Construct your personal narrative(s)**
   - Empower others to tell memorable stories about your brand
5. **Visibly live your brand**
   - Embody the attributes you want to be known for

Homework assignment

Find someone tonight to audit your personal branding attributes