

# Mapping your Unique Value: a Roadmap to Personal Branding

*"It's what you do that makes you who you are, and how you project that to others that makes you memorable."*  
- Dan Schawbel, Millennial Branding

WAURISA CONFERENCE  
2014



## AGENDA

- ❖ Welcome and Introductions
- ❖ Personal Branding 101
  - Persona
  - Promise
  - Promotion
- ❖ Introduction to Exercise #1 - **Persona**
  - Exercise #1
- ❖ Introduction to Exercise #2 - **Promise**
  - Exercise #2
- ❖ Introduction to Exercise #3 - **Create your Personal Brand Story**
  - Exercise #3
- ❖ Share Personal Branding Stories
- ❖ Next Steps: What have you done for your brand today? - **Promotion**
- ❖ Questions



## TABLE OF CONTENTS

Agenda .....	1
Introduction - Personal Branding 101 .....	3
Exercise 1: Persona .....	4
Exercise 2: Promise .....	7
Exercise 3: Create your Brand Story .....	10
Example Personal Branding Stories for Inspiration .....	12
Promotion .....	15
Resources - Survey .....	16
Personal Branding Assessment Questionnaire .....	16
Resources - References .....	18
Resources - Presenter Biographies and Contact Information.....	19
Notes .....	20



What do you think of when you see the following images?



These brands are clear, consistent, and recognizable. You probably know exactly what these companies do and the products or services they offer. This association is the result of organized and deliberate branding.

### What is a person brand?

You already have a personal brand whether you buy into this thinking or not. **Your personal brand is a combination of your image and reputation.** How you present and conduct yourself daily forms the foundation for your brand. Others impact your personal brand too, through their speech and actions.

*“A brand is what people say about you when you are not in the room”* – Jeff Bezos, CEO Amazon

Do you think you have a credible personal brand? Ask yourself these questions:

- ***Do people have a clear understanding of what you do and the value it brings?***
- ***What words, concepts, and ideas do people associate with your name and image?***

### What is personal branding?

How do you take control of your brand, allowing you to influence and shape what you would like people to say about you? This is done through personal branding. **Personal branding is the process of developing a strategy and actions to guide your brand.** This session will give you the tools and material to take help you begin developing your personal brand.

### ***Ignore personal branding at your peril!!***

Your brand is working 24 hours a day; make sure it is communicating what you want. What have you done for your brand today?

## EXERCISE 1: PERSONA

### **Objectives:**

The purpose of this exercise is to help you

- Start creating your personal brand
- Get a sense of the process and approach to develop your personal brand
- Be clear about who you are and understand how having a strong personal brand can provide professional opportunities

### **What is a persona?**

A persona describes who you are and the qualities that make you, you. They are your distinct attributes, characteristics, vision and values.

### **A persona includes the following:**

- Attributes
- Characteristics
- Vision
- Values

### **Helpful resources for uncovering your persona:**

- Friends, family, and colleagues
- Hobbies, interests, and passions

### **Helping Questions**

1. What are your strongest attributes? List three to five.


2. What am I passionate about?


3. What motivates me?




***Additional Questions to Consider:***

4. What are my personal values?


5. Where do I see myself in 5 years?


6. What is important to me?


7. How would I like to see the world?


8. What contribution would I like to make?


# Persona

## Helpful Adjectives:

- Open mind
- Friendly
- Determination
- Visionary
- Positive
- Strategic
- Creative
- Present
- Focused
- Flexible
- Inspirational
- Sense of humor
- Compassionate
- Patient
- Results-oriented
- Analytical

- Driven
- Passionate
- Collaborative
- Personable
- Energetic
- Friendly
- Trust
- Courage
- Respect
- Integrity
- Passion
- Innovation
- Transparency
- Adaptability
- Reliability
- Accountability

- Leadership
- Vision
- Quality
- Diversity
- Service
- Helping others
- Education
- Competence
- Respect
- Responsibility
- Expert
- Unflappable
- Competent
- Giving back
- Honesty
- Confident

## EXERCISE 2: PROMISE

### **Objectives:**

The purpose of this exercise is to help you

- Develop your unique personal promise of value
- Understand what other people think they gain by working with you
- Be clear about why you are the best at what you do

### **What is a Promise?**

It is your unique value. How does someone benefit from working with you? It is what sets you apart. Do you offer unparalleled quality? Do you provide quick turnarounds? Do you enjoy solving complex problems?

### **Helpful resources for uncovering your promise:**

- Performance reviews
- Project and product feedback
- Team assignments

### **Helping questions**

1. What makes me unique?


2. What results do people experience when working with me? What can I help others to achieve?


3. What personality characteristics make people interested in me?


**Additional Questions to Consider:**

4. What makes me stay in my career?


5. What types of activities cause me to lose track of time?


6. What do I do differently than others in my profession?


7. What do I want to help others with?


8. Why do people come to me for help?


9. How do people introduce you?


# Promise

## Consider using Power Phrases:

- "I can..."
- "Because I am good at..."
- "I've had great success with..."
- "I've had great experience..."
- "I was honored..."
- "The funniest thing..."
- "It was so exciting to..."
- "I am best at..."

## Examples of things you may have to offer:

- Project Management
- People Management
- Financial or Operation Management
- Technical Expertise
- Strategic Planning
- Managing Conflict
- Creative Problem Solving
- Delivering Presentations
- Decision Making
- Mentoring
- Communication
- Strategic Vision
- Collaboration and Teamwork
- Building and Leading Teams
- Leading Innovation
- Streamlining Processes
- Striving for Results
- Change Management

## Fun Adjectives:

- Sophisticated
- Elegant
- Edgy
- Classic
- Business Casual
- Urban
- Artistic
- Innovative
- Technology Savvy
- Worldly
- Cultured
- Colorful
- Conservative
- Academic
- Professional
- Entrepreneurial

## EXERCISE 3: CREATE YOUR BRAND STORY

Now let's put your hard work into action by creating your personal brand story.

### **What is a personal brand story?**

A personal brand story is a short pitch (1-3 sentences) that communicates your value (what you are the best at), your **audience** (who you serve), and your **promise** (how you perform your value uniquely).

### **What a personal brand story is NOT.**

Your personal brand story is **NOT** your job title, personal mission statement, career objectives or life's purpose. These items may be part of your brand story but they do not encompass the purpose of a brand story.

*"You're not defined by your job title and you're not confined by your job description."* - Tom Peters

### **What makes a personal brand story successful?**

- Memorable
- Solution oriented
- Combines logic and emotion
- Describes your history in your career field
- Provides brand attributes that make you unique and valuable
- Gives specific examples
- Authentic

### **Example brand story:**

Here is an example brand story to show how these elements come together to build your personal brand story.

**Background: John is a CEO of a home décor manufacturer and distributor.**

AUDIENCE	PERSONA	PROMISE
New Clients	Sense of humor	Skilled at conflict resolution
	Hard worker	Ability to Unify Teams
	Positive	Identifying Problems
	Energetic	Managing Conflict
	Collaborative	
	Diplomatic	
PERSONAL BRAND STORY		
A focused and determined business leader, I offer the entrepreneurial stamina and wisdom to drive bottom line growth and lucrative business ( <b>AUDIENCE</b> ), inspire employees to peak performance, and cultivate profitable business relationships built on respect, loyalty, and trust ( <b>PERSONA</b> ). My easy-going sense of humor has been a defining management strategy to bring out the best in everyone, instill pride, and mobilize them to make their company the best in the industry ( <b>PROMISE</b> )."		



## EXAMPLE PERSONAL BRANDING STORIES FOR INSPIRATION

- I help companies make the most of talent. I marry the sublime with the systematic — allowing for change with a focus on implementation. – **Business Consultant**
- I energize, focus and align manufacturing organizations, resulting in sustainable acceleration of processes, reduction in waste, and growth of profits. – **Consultant**
- I am a high-end service provider giving the sophisticated traveler a stylish and tailor-made experience at my Marrakech boutique hotel. – **Hotel Owner**
- Using my holistic insight and innovative Total Performance Scorecard principles, I promise to help my customers to realize their financial dreams. – **Financial Consultant**
- Inspirational CEO/CFO turned positive-psychologist resiliently transforming businesses and financial performance. – **Consultant**
- Inspire people to transform “stuck” career management plans to vibrant opportunity creating strategies. – **Career Coach**
- I love collaborating with forward-focused corporate leaders who know where they’re going. – **Executive Coach**
- I use my quirky nature, confidence and passion for fun to motivate creative teams in ad agencies and marketing departments to work together more effectively to drive greater value for their organizations. – **Coach / Trainer**
- A citizen of the world and a natural networker, I connect with senior leaders in all areas of the company (sales, marketing, R&D) and throughout all regions to deliver truly global marketing campaigns. I do this through constant collaboration and valuing of different ideas and insights. – **Marketing Consultant**
- With a passion for wine and a natural, open approach I inspire others to appreciate the pleasure of good wines in a fun way. – **Wine Tasting Host**
- Through my natural enthusiasm and my empathy for others, I inspire research and development professionals to develop innovative products in biotechnology. – **Biotech Manager**



- I use my 25 years of experience in – and passion for – marketing to help senior marketing executives in large organizations succeed by making marketing valued inside the organization. –

**Marketing Trainer**

- Through my intuition and genuine concern for- and interest in – others, I build long-lasting, fruitful relationships with my team, my business partners and clients to drive consistent, recurring revenue for my company. – **Business Owner**
- [CEO Name Here] is defined as one of the most innovative and bottom line focused marketers and CEO’s in the world. His string of dramatic firsts has followed every position he has held. His passion gives off a light that he carries wherever he goes. – **CEO**
- **Community Affairs Manager** with 10 years of experience visualizing, developing, and organizing company-wide philanthropic events, maintaining connections with hundreds of nonprofit organizations, coordinating diverse employee volunteer opportunities, and creating dynamic external and internal event communications.
- I help individuals and companies make the most of talent. I work as a part of the team. I am a straight shooter who isn’t afraid to have the tough conversations. I also believe that people are more capable and valuable than they often give/get credit for. My method marries the sublime with the systematic — allowing for creativity and change with a strong focus on foundation and implementation. – Kristi Daeda (**Online branding and marketing**)
- As a **personal branding strategist** and cycling enthusiast, I combine my passion for bicycling and my drive for success to empower on-the-move careerists in global companies in Japan to believe, become, and be their brands. – Peter Sterlacci
- Through a unique combination of caring communication and collaboration, I inspire Fortune 500 professionals and executives not to leave their personalities at the door but to clearly communicate their unique value, raise their visibility by connecting with their true selves and successfully realize their career and personal goals. – Paul Copcutt

- **Career/Life Strategist:** I use my enthusiasm, forward thinking, and passion for self-direction to help clients identify their uniqueness and use it to and take control of their careers and lives.  
– Walter Akana
- Helps thought leaders write great books in just 90 days. 300 satisfied clients so far... – Mindy Gibbins-Klein (**Author**)

References:

<http://jorgensundberg.net/personal-brand-statement-examples-and-templates/>

<http://www.careerealism.com/personal-branding-statement-steps/#Ovx6VrYuYh34hkkl.99/>

<http://jorgensundberg.net/how-write-your-personal-brand-statement/>

<http://www.job-hunt.org/personal-branding/creating-your-personal-brand.shtml>

## PROMOTION

### **Objectives:**

1. Tell Your Brand Story
2. Develop Brand Advocates

Link your strongest attribute (**Persona**) and the results it created for someone (**Promise**) into a story. Tell your story to one of your Brand Advocates (**Promotion**).

### **What are the ways you can tell your brand story?**

- Present at Conferences
- Attend Conferences
- Volunteer
- One-on-one conversation
- Live it
- Blog
- LinkedIn
- Articles
- Email signature
- Local Meet-up Interest Groups (Washington Women in GIS and Technology)

### **Three things you can do today!**

- Create, update or complete your LinkedIn Profile
- Share your brand story with someone you just met
- Send the Survey (Personal Branding Assessment Questionnaire) to three coworkers or colleagues

### PERSONAL BRANDING ASSESSMENT QUESTIONNAIRE

I'm working on a personal branding exercise and would value your candid input. Please answer the questions below as best you can. Short, bulleted answers are fine. I've included a sample list of Brand Attribute ideas to spark your thinking.

#### **CORE VALUES**

1. What do you think my core values are?

#### **KEY STRENGTHS AND WEAKNESSES**

1. What is my key skill set?
2. What is my expertise?
3. What are the weaknesses that may hold me back?

#### **UNIQUE VALUE PROPOSITION**

1. What is my unique expertise or value that differentiates me?

#### **PERSONALITY/IMAGE ATTRIBUTES**

1. How do I come across to others?
2. What are the key adjectives that describe my personality? Describe my look and style.

#### **LEADERSHIP ATTRIBUTES**

1. What kind of a leader am I?

#### **RELATIONSHIP ATTRIBUTES**

1. What is it like to engage with me—professionally and socially?

#### **WHAT IS A LIVING OR INANIMATE THING THAT BEST REPRESENTS MY BRAND? PLEASE EXPLAIN. EXAMPLES:**

A trusted Saint Bernard dog who always come to the rescue

A Mini Cooper car that is efficient, fun to drive and has a quirky sense of style

The following list of potential brand attributes may help to spur ideas as you answer the questions above.

# Sample Brand Attributes

Core Values	Strengths	Personality	Image
<ul style="list-style-type: none"> <li>➤ Open mind</li> <li>➤ Friendly</li> <li>➤ Determination</li> <li>➤ Trust</li> <li>➤ Courage</li> <li>➤ Respect</li> <li>➤ Integrity</li> <li>➤ Passion</li> <li>➤ Innovation</li> <li>➤ Transparency</li> <li>➤ Adaptability</li> <li>➤ Reliability</li> <li>➤ Accountability</li> <li>➤ Honesty</li> <li>➤ Giving back</li> <li>➤ Leadership</li> <li>➤ Vision</li> <li>➤ Quality</li> <li>➤ Diversity</li> <li>➤ Thought Leadership</li> <li>➤ Service</li> <li>➤ Helping Others</li> <li>➤ Education</li> <li>➤ Competence</li> <li>➤ Responsibility</li> </ul>	<ul style="list-style-type: none"> <li>➤ Project Management</li> <li>➤ People Management</li> <li>➤ Financial or Operation Management</li> <li>➤ Technical Expertise</li> <li>➤ Strategic Planning</li> <li>➤ Managing Conflict</li> <li>➤ Creative Problem Solving</li> <li>➤ Delivering Presentations</li> <li>➤ Decision Making</li> <li>➤ Mentoring</li> <li>➤ Communication</li> <li>➤ Strategic Vision</li> <li>➤ Collaboration and Teamwork</li> <li>➤ Building and Leading Teams</li> <li>➤ Leading Innovation</li> <li>➤ Streamlining Processes</li> <li>➤ Striving for Results</li> <li>➤ Change Management</li> <li>➤ Domain Expertise</li> </ul>	<ul style="list-style-type: none"> <li>➤ Visionary</li> <li>➤ Positive</li> <li>➤ Strategic</li> <li>➤ Creative</li> <li>➤ Present</li> <li>➤ Focused</li> <li>➤ Flexible</li> <li>➤ Inspirational</li> <li>➤ Sense of humor</li> <li>➤ Compassionate</li> <li>➤ Patient</li> <li>➤ Results-oriented</li> <li>➤ Analytical</li> <li>➤ Driven</li> <li>➤ Passionate</li> <li>➤ Collaborative</li> <li>➤ Personable</li> <li>➤ Energetic</li> <li>➤ Friendly</li> </ul>	<ul style="list-style-type: none"> <li>➤ Sophisticated</li> <li>➤ Elegant</li> <li>➤ Edgy</li> <li>➤ Classic</li> <li>➤ Business casual</li> <li>➤ Urban</li> <li>➤ Artistic</li> <li>➤ Innovative</li> <li>➤ Technology savvy</li> <li>➤ Worldly</li> <li>➤ Cultured</li> <li>➤ Colorful</li> <li>➤ Conservative</li> <li>➤ Academic</li> <li>➤ Professional</li> <li>➤ Entrepreneurial</li> <li>➤ Leader</li> <li>➤ Hip</li> </ul>



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## RESOURCES - REFERENCES

### BOOKS

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- Branding Pays, Karen Kang.
- BRAG! The Art of Tooting Your Own Horn without Blowing It. Peggy Klaus.

### VIDEOS

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- Personal Branding Guru, William Arruda <http://www.youtube.com/watch?v=6paltEm2AF4>
- Personal Branding: Four Principles of Career Distinction <http://www.youtube.com/watch?v=iaFCmV5Ojqk&feature=related>
- Branding and differentiation <http://www.youtube.com/watch?v=8Py4XtVBImc&feature=related>
- Personal Branding - What Color is Your Brand <http://www.youtube.com/watch?v=XDohoPavchc&feature=related>

### WEBSITES

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- Tom Peters! <http://tompeters.com/>
- “The Brand Called You”, Tom Peters, <http://www.fastcompany.com/28905/brand-called-you>
- Branding Pays <http://brandingpays.com/>
- Smarter Networking <http://www.smarter-networking.com/main/index.php>
- Reach Personal Branding <http://www.reachpersonalbranding.com/>
- Training, Coaching and Speaking Services, Pat O’Malley <http://arrowleaf.net>
- PricewaterhouseCoopers (PWC) <http://www.pwc.com/us/en/careers/campus/programs-events/personal-brand/index.jhtml#overview>
- PricewaterhouseCoopers (PWC) Personal Brand Workbook, <http://www.pwc.com/us/en/careers/campus/assets/img/programs/personal-brand-workbook.pdf>

### DISCLAIMER

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## RESOURCES - PRESENTER BIOGRAPHIES AND CONTACT INFORMATION



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