



Building your Personal Brand

Businesses both large and small have mastered the art of branding—they understand what makes them distinct, and more importantly, their customers recognize this distinction in the marketplace. In the new economy, it's more important than ever for individuals to be able to distinguish what's special about our personal contribution, the unique value offered others; our brand! *Building Your Personal Brand* takes this value-added philosophy and applies it to an individual's personal branding mission. It helps employees create a distinct identity unique to their own strengths and characteristics in order to deliver inspired performance within an organization.

Employees with strong personal brands identify marks of uniqueness, and consequently, understand the motivations of why colleagues would want to work with them (emotions generated, specific talents utilized, personal traits, and instances of value creation). *Building Your Personal Brand* enhances an employee's ability to add value to the organization because employees take ownership of personal contributions vital to the organization's success.

TOPICS AND COMPETENCIES COVERED

Building Your Personal Brand is a one-day workshop. Below are the topics and competencies covered:

- What is a Personal Brand—understand the critical importance of personal branding.
- Default Brand—an honest evaluation of how others perceive you. Examine how this may be different from how you would like to be perceived. Discover your distinct contribution, your unique value and talent.
- Personal Brand Commitment—what would you like to be known for? Study feedback from prior performance reviews, 360 feedback and personal talent inventory to pinpoint trends, talents, and strengths that could enhance a personal brand.
- Marketing—after creating a personal brand commitment, participants design plans to authentically communicate this passionate mission to key constituents within the organization. They identify the benefit they contribute to the organization.
- Value Add/Alignment—does your talent, value contribution and individual brand fit within the organization's culture and core strategic intent? If not, what actions need to be taken to create alignment?

OUTCOMES OF BUILDING YOUR PERSONAL BRAND

- Create your personal brand commitment by solidifying who you are, what you desire to become, and what makes you unique.
- Identify your claim to greatness- current, past and future.
- Communicate your personal brand commitment and how it benefits the organization.
- Identify, develop and utilize your networks to market your talent and benefit organizational goals.
- Understand perceptions and the effects it has on individual performance.
- Enhanced employee empowerment, passion and engagement.
- Unique understanding of value added opportunities.
- Inspired employee performance!