

Personal Branding Workshop

“Allow me to re-introduce myself...” -Jay z

What's your personal brand?

Jeff Bezos, former Amazon CEO, often describes a brand as, **“what other people say about you when you’re not in the room.”**

In other words, how are you perceived?



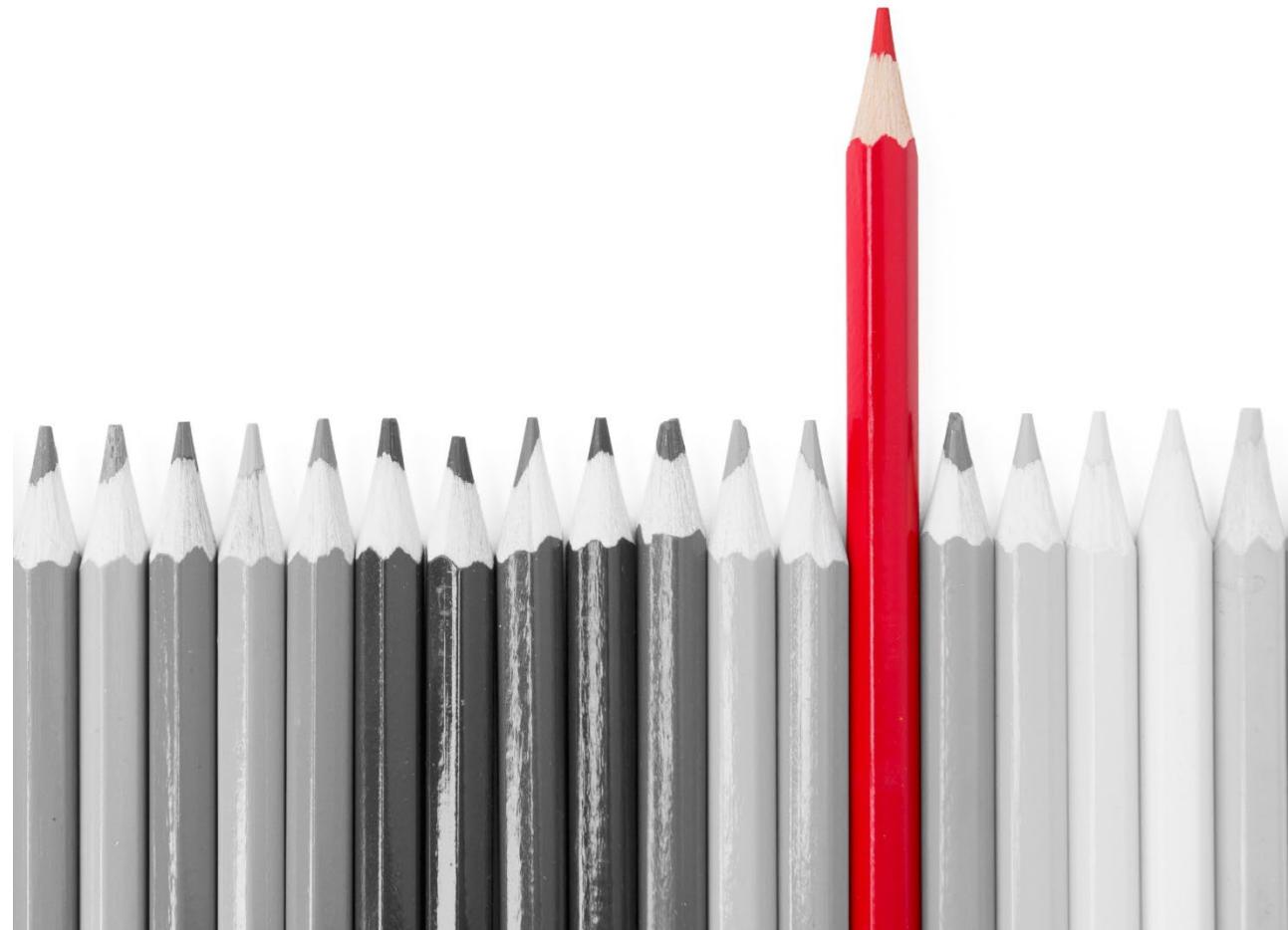
Understand your brand.

**Take 2 minutes to write down
answers to these questions:**

How do you feel you are perceived?

What do you think other people say
about you at work when you're not
around?

What makes you unique?





How does personal branding affect career advancement?

Personal branding could affect hiring and advancement opportunities.

Most companies hire people who most closely align with their brand, mission, and values.

The same is true for promotions to leadership positions.

What's your why?

Think about your values, beliefs, and ethical and moral standards.

What and who influence your behavior?

What are your deep commitments to yourself and others?

What are your short-term goals?
Long-term goals?



4 Levels of Why



Survival.

I need an income to meet my basic needs.



Status.

Most people slow down and settle here.



Freedom.

This gives me breathing room to not work in the office everyday.



Purpose.

How do I want to be remembered and make an impact on other people's lives?

4 Core Motivators



Individuality.

lifestyle, recognition, and security



Advancement.

next promotion, completing the task, meeting the deadline, reaching the goal of the team



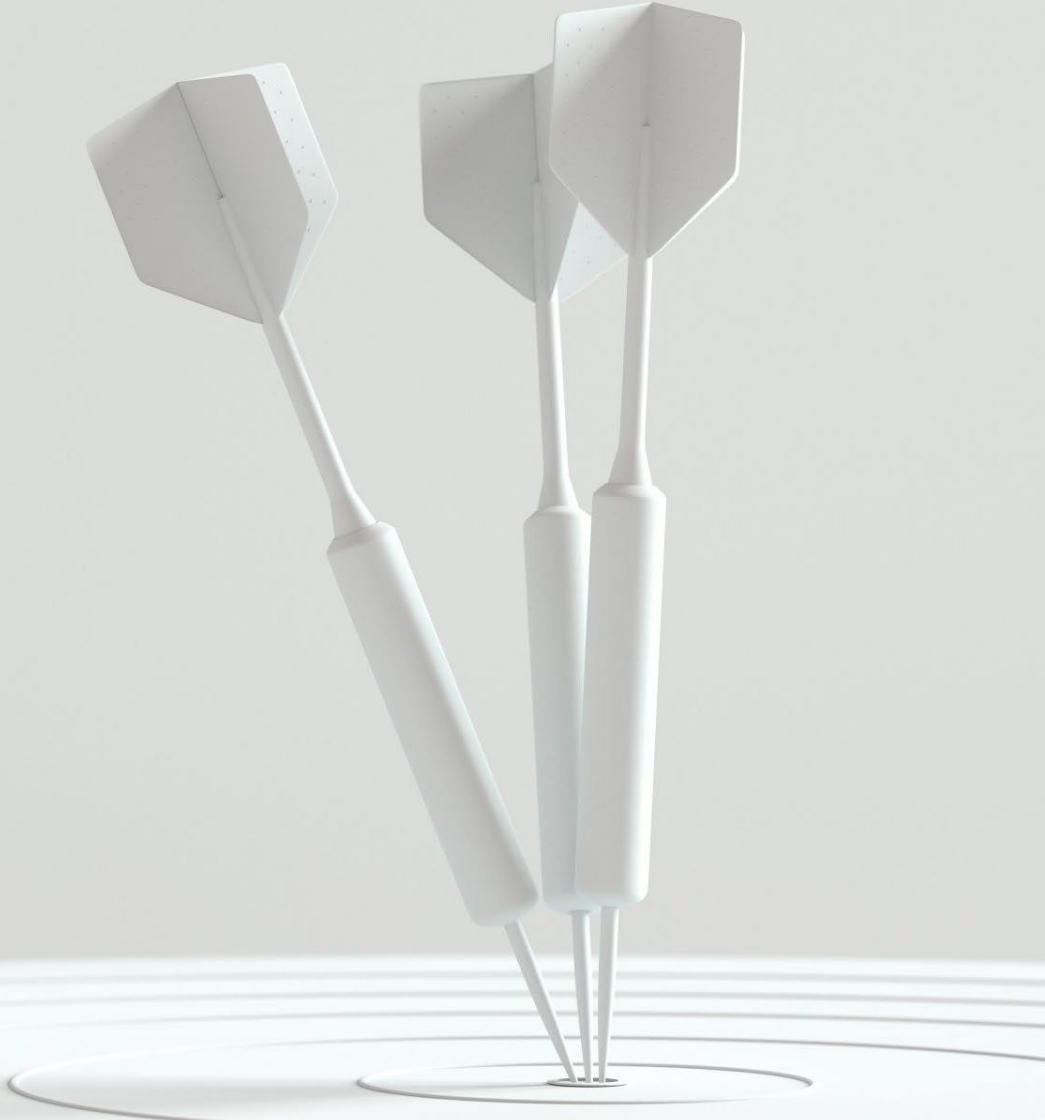
Madness.

driven by opposition and an enemy, competition, control, power and fame, best breaking record, proving others wrong, avoid embarrassment, and achieve mastery



Purpose.

making history, helping others, change, impact, enlightenment, self-actualization, doing something never done before



What are your strengths?

Strengths come naturally. Use them to make you stronger and more successful.

Consider activities that give you energy from doing them. What gets you excited?

What are your natural talents and gifts?

What do you genuinely enjoy doing or are interested in?

What are your weaknesses?

Weaknesses are your areas of difficulty. Minimize, eliminate, or delegate them.

What do you not enjoy doing?

What tasks do you avoid?





What's your personality like?

Personality traits indicate if a person is an introvert or extrovert.

Technical and task-focused?

Relational and people-focused?

Blend of the two?

What is your packaging like?

Packaging is your outward image and how people perceive you based on first impressions.

Intentional. This is the part of your brand that is self-created or self-directed.

Random. This is the part of your brand that is imposed or determined by others.

Social Media: LinkedIn, Instagram, Twitter, TikTok, etc.



Personal Branding Exercise

Take 5 minutes to write down responses to these questions.

List 3 adjectives you use to describe yourself.

What unique skills do you have?

What colors, logo, or shapes would represent your brand?

What is your personal motto?



Personal Branding Exercise

Take 5 minutes to write down responses to these questions.

List 3 adjectives you use to describe the organization where you work.

What unique values does this organization offer?

How does your personal brand align with the organization's brand?





How did you define
your personal brand?



What was your one
key takeaway from
today?

Q & A

End of Personal Branding Workshop