

PERSONAL BRANDING

NEELEY DEVELOPMENT SERIES—TOOLS FOR BUSINESS



THE POWER OF AUTHENTICITY

Personal Brand Equity:

- 1) The intangible value individuals bring in terms of their ability to influence others by leveraging their experience, expertise and reputation.
- 2) The relationships they have built and maintained and,
- 3) The tangible value they bring in terms of their contribution to business outcomes. of ability to influence others; their relationships; tangible value firm rev and growth

No matter what you're doing today, there are four things you've got to measure yourself against.

First, you've got to be a great teammate and a supportive colleague.

Second, you've got to be an exceptional expert at something that has real value.

Third, you've got to be a broad-gauged visionary -- a leader, a teacher, a farsighted "imagineer."

Fourth, you've got to be a businessperson -- you've got to be obsessed with pragmatic outcomes.

Make your plan

This is your opportunity to learn more about yourself so you can identify your unique skills, strengths, and talents. It's a chance to tap into your values/passions to find your purpose. These areas form the foundation of your personal brand and can help you chart a course for your career and can position you to reach your goals.

Personal branding entails capturing an individual's strengths and uniqueness to a target audience.

Why It's Important

- 1) Employers Use Social Media
- 2) The consistency and authenticity of your brand provides direction for the brand and makes you unique among competitors
- 3) It ensures that an individual develops the competitive advantage that positions them for career opportunities they deserve.

Soar with your strengths

People with strong brands are clear about who they are. They know and maximize their strengths. Now is your chance to uncover and define the unique skills that make you stand out from the crowd.

Acknowledging	Evaluative	Proactive
Adaptive	Flexible	Quiet
Aggressive	Generous	Relator
Analytical	Grateful	Reliable
Assertive	Gregarious	Reserved
Change-ready	Honest	Resilient
Committed	Humorous	Resourceful
Communicator	Initiator	Respectful
Compassionate	Inspiring	Rewarding
Confident	Intuitive	Steady
Consistent	Kind	Supportive
Contributor	Learner	Thorough
Creative	Open-minded	Thoughtful
Deliberate	Organized	Transparent
Driven	Outgoing	Trusting
Educated	Passionate	Trustworthy
Engaging	Perceptive	Unstructured
Enthusiastic	Positive	Urgent
Ethical	Precise	Wise

1. What was the most successful project I ever tackled, and what made me successful?

2. What was the most important team role I ever fulfilled and why?

3. When faced with an overwhelming obstacle, what's my "go to" skill to overcome it?

4. What are the strengths that others acknowledge in me?

1. What strengths and skills came up over and over again?

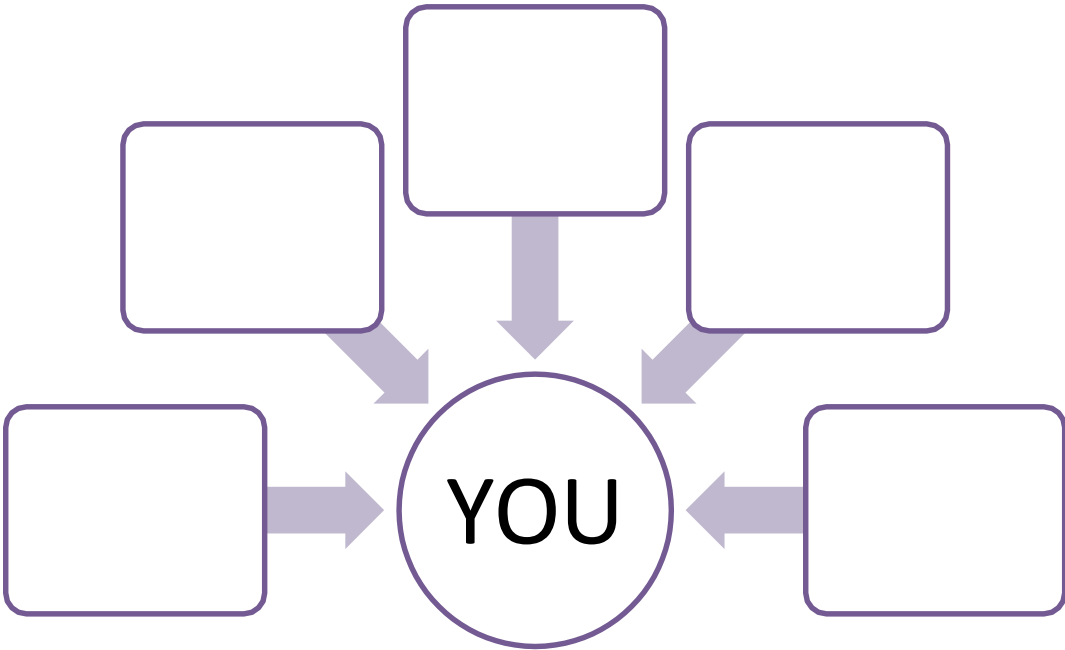
2. Which skills do I enjoy using as often as possible, regardless of the task?

3. What skills have I mastered but would rather not use every day?

4. Which strengths and skills are going to be most helpful as I begin my career search?

5. What skills are missing? What skills would I like to build but have not yet had the opportunity to practice?

Write your top five strengths on the spaces in the diagram below. For example, you might use words like “creative,” “relationship-builder” or “make the complex simple.”



Area	Description	<u>Action</u>
Clarify	Know your strengths – from your perspective and the perspective of others who know you well	Complete the strengths diagram with your top 5 strengths
Communicate	Share your strengths effectively in person, on paper and online	Infuse your strengths in your elevator pitch, résumé, bio, and online profiles
Capitalize	Find situations that will require and showcase your strengths	Select leadership and volunteer opportunities that leverage your strengths and build your visibility

Weaken Your Weaknesses

You may have weaknesses simply because there are things that don't interest you, or areas where you haven't focused your energies

Weaknesses can range anywhere between benign to toxic to your dreams. They can be a sign of:

1. Lack of interest: It's just not your thing.
2. Lack of education or training: You decided to skip "Invented Languages: Klingon and Beyond."
3. Lack of capacity: The job requires an 800 lb. gorilla and you are human.
4. Overused strengths: You may be overusing your "go to" strengths to the point where they serve as a detractor. (Example: You pride yourself on being flexible, but it's coming across as wishy-washy and indecisive.)

You've probably heard the expression, "keep your friends close; keep your enemies closer." The same is true of strengths and weaknesses. It is really important to know both. That way you can say "yes" to those things that employ your greatest strengths, and you can say "no" to activities that aren't going to serve your deeper purpose.

1. What are the weaknesses that I am aware of?
2. When working on a team, what roles do I avoid that may be important to my goals?
3. When faced with an overwhelming obstacle, what's most likely to cause me to give up?
4. What was the least successful project I have ever tackled and what tripped me up?

What three weaknesses do you want to overcome because they may hinder your ability to achieve your goals?

1. _____

2. _____

3. _____

Area	Description	Action to Take
Mitigate	Minimize the impact of your weaknesses by choosing fields/projects that don't require skills that lie in your weak zone. Or find a way to outsource the "weak areas" to another teammate so you can leverage your strengths	Identify weaknesses that can be mitigated by leveraging strengths or other resources
Manage	Focus only on those weaknesses that may be holding you back from achieving your goals.	Identify weaknesses that need remediation
Master	Seize opportunities to build this skill so it will serve you well. Consider leveraging the help of a mentor to turn your weakness into a strength (or at least develop it so it won't hold you back).	Identify skill building opportunities and create an action plan in the table below.

From these questions, create a plan. Pick three or less. What skills are missing? What skills would you like to build, but have not yet had the opportunity? What weaknesses would I like or need to turn into strengths?

Skill	Current Level	Mentor	Resources

Tap into your values

A good way to figure out what makes you tick is to look at your values. Think of them as your personal compass—they give direction to the choices you make and the way you behave.

At this point, you're probably making important decisions about your future—whether it's choosing courses that lead to a career path, figuring out which internship to pursue, or deciding where to focus your time and effort.

If you're able to pursue activities and interests that are in line with your values and what's important to you at a core level, you will be less stressed. You'll also save energy and lower conflict—internally and with others. Your values can point your decision making in the right direction so you can spend your time in the “right” areas for you. There's nothing more powerful than aligning who you are with what you do and how you do it and spending your time on pursuits that have meaning to you.

Sometimes values seem nebulous. They can be hard to define until someone or something violates them. If you need help to clarify your values, think about some of the most memorable conflicts you've had in your life. Examine them closely for the essence of what really bugged you. What crossed the line? What value did that violate? Chances are, if you remember the conflict, it's because it touched on one of your key values.

WHAT VALUE EMPLOYERS LIKE TO SEE

Honesty/Integrity/Morality

Positive Attitude

Adaptability/Flexibility

Motivation/Energy/Passion

Dedication/Hard-Working/Work

Professionalism

Ethic/Tenacity

Self-Confidence.

Dependability/Reliability

Willingness to Learn

Pursue your passions

Your passions fuel your actions. When you integrate your passions into what you do., you're more engaged and can create a power house of enthusiasm, engagement and inspiration for those around you.

Passions can play a positive role, at work as well as at play. They can:

- Re-energize you when another task or experience drains you
- Allow your subconscious to work on a problem while you're focused on something else that you really enjoy
- Create connection and camaraderie with others
- Provide a productive outlet for excess energy or stress
- Improve your memory and your mental, emotional and physical health

1. What would I do with my summer if money weren't an issue?

2. What are my favorite activities?

3. What type of people am I drawn to?

4. What kind of stories in the news always capture my interest?

Define your purpose

“Why am I here?” That’s a question that has, no doubt, rolled off the lips of many since cave men moved from grunting to speaking. Surely, like passions, this has an answer beyond the obvious. It's a question that you may grapple with and refine over a lifetime. And it's yours alone to discover and define.

Exploring your purpose

Your purpose is your big picture, internal vision of what you would like to achieve. When you combine clear values, engage your passions and take “on-purpose” action, you can follow your personal road map to the destinations you choose.

Visualize the Future

We are about to take a trip back to the future.

Get comfortable. Close your eyes and pay attention to your breathing. Breathe slowly in and out through your nose four times, with each breath becoming slower and allowing your body to become even more relaxed with each breath. (Pause)

Concentrate on your fingertips and see if you can feel your heartbeat in them. (Pause)

Once you have done that, allow yourself to feel your heartbeat in your chest while continuing to breathe in a slow and relaxed manner. (Pause)

You are ready now. Let’s begin your journey back to the future.

It is 10 years in the future. You've graduated, found your first job and have really been establishing a life for yourself over these past 10 years. It feels good. (Pause)

When you checked the mail today you discovered the alumni invitation to your 10 year reunion. So much has happened since you last saw some of your classmates. In ways, it probably feels like yesterday and in others, like a lifetime. (Pause)

Take a moment to reflect on the many changes that have transpired over these past 10 years. You find yourself smiling as you're looking at the invitation. You run your fingers over the embossing of your school's emblem. Ten years. Can you believe it? It probably feels like a whirlwind. (Pause 5 seconds.)

You find yourself mentally and emotionally preparing yourself, rehearsing for the conversations you will have with your classmates and friends. You are thinking about the experiences and achievements that have given you the greatest sense of accomplishment. (Pause 5 seconds)

You're eager to share what you've done since school, what you're doing now, and what you hope to do in the next five years. (Pause 5 seconds.)

You think back to your first full-time job out of school. Remember what it felt like to get dressed that first morning, getting to work and hoping you were up to all of the challenges? (Pause 2 seconds.)

Were you ready? (Pause 3 seconds.)

Remember getting your own place for the first time? And celebrating your new-found freedom? Then later realizing all the bills that were now yours to pay? (Pause 5 seconds.)

Perhaps you are in a committed relationship. Maybe you're married? Or have started a family? Or maybe you're considering the many possibilities. Other than work, what are you looking forward to sharing about your life? (Pause 10 seconds)

What have you learned from negotiating and navigating your life, your work and the world? (Pause 10 seconds.)

What are you doing now, 10 years after graduation? And who is in your life? (Pause 10 seconds)

What impact are you having on those around you? (Pause 5 seconds)

What is next for you that will create the impact you hope to have on your work, life and the world? (Pause 15 seconds)

When you have finished reflecting, take several deep slow breaths, open your eyes and stretch.

Once you have fully reflected, document what you will be saying about the life you are leading, who is alongside you, and the impacts you aspire to have.

Build your brand and make an impact

Giving back is an outward expression of your values, passions and purpose and provides an opportunity to demonstrate your strengths. It's good for society. It's empowering and inspiring for you and those you will influence. And it's an important part of successful branding!

1. Skills/Strengths: Which of the strengths you identified would you like to show- case, or which skill was missing that you'd like to build?
2. Values: Which cause(s) might connect with the values that were top of your list?
3. Passions: What type of cause or organization might connect with the "root" passions you identified?
4. Purpose: What might move you toward your internal vision for the future?



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About the Neeley Professional Development Center

The Professional Development Center (PDC) provides the strategy, support, and resources for student talent development. Succeeding in today's dynamic workplace requires an ability to effectively manage interpersonal and team relationships on a global scale. With an emphasis on self-awareness, the PDC equips students with the skills necessary to establish themselves as business professionals capable of communicating their thoughts, ideas, and opinions to influence others and achieve goals. M.J. Neeley established the center, originally called the Center for Productive Communication, in 1987. He owned many businesses and had the foresight to understand the critical role communication has in business.

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- *Résumés and Cover Letters*
- *Neeley Teaming*
- *Interviewing*
- *Productive Group Meetings*