

# BRAND YOURSELF

WVU Integrate  
June 2023

*Four Steps to*  
**BUILDING AN  
AUTHENTIC  
PERSONAL BRAND**

WVU Integrate  
June 2023

*Welcome*

# INTRODUCTION

- Online Adjunct Instructor @ WVU
- Section Leader @ W&M
- Doctoral Student @ W&M



**Amy Teller**

# AGENDA

01

WHAT IS  
PERSONAL  
BRANDING

02

WHO NEEDS A  
PERSONAL  
BRAND

03

WHY IS PERSONAL  
BRANDING  
IMPORTANT

04

HOW TO BUILD A  
PERSONAL BRAND





# *What* **IS PERSONAL BRANDING**

*"Personal branding is what others say about you when you're not in the room."*

-Jeff Bezos

**HOW YOU  
PRESENT  
YOURSELF**



**HOW OTHERS  
PERCEIVE  
YOU**



# Who NEEDS A PERSONAL BRAND





*Why*

**IS PERSONAL BRANDING  
IMPORTANT**



A donut chart with a white center containing the text '85%'. The donut is composed of two segments: a larger yellow segment representing 85% and a smaller dark blue segment representing 15%.

85%

HR executives say an individual's online reputation influences the hiring decision (Erskin, 2016)

A donut chart with a white center containing the text '55%'. The donut is composed of two segments: a larger dark blue segment representing 55% and a smaller yellow segment representing 45%.

55%

Hiring managers rejected applicants because of what they found online (Harris Poll, 2020)

A donut chart with a white center containing the text '21%'. The donut is composed of two segments: a larger dark blue segment representing 21% and a smaller yellow segment representing 79%.

21%

Hiring managers said they wouldn't even consider a candidate who does not have an online presence (Harris Poll, 2020)

A donut chart with a white center containing the text '34%'. The donut is composed of two segments: a larger dark blue segment representing 34% and a smaller yellow segment representing 66%.

34%

Employers have reprimanded or fired an employee based on content found online (CareerBuilder, 2018)



## CLARITY OF PURPOSE

Focus

## DIFFERENTIATES YOU

Get Noticed

## INTELLECTUAL & SOCIAL CAPITAL

Breadth of Knowledge  
Influence

## INTRAPRENEURSHIP

Innovation and  
Growth

*The Value*

**OF PERSONAL BRANDING**

# IMPORTANCE OF AUTHENTICITY



Establish trust



Build sustainable connections



Stand out

*How*

# TO BUILD AN AUTHENTIC PERSONAL BRAND

1

Audit your  
Brand

2

Define your Brand

3

Promote your  
Brand

4

Monitor your  
Brand



# BRAND AUDIT



**Internal  
Reflection**



**External  
Appraisal**

# INTERNAL REFLECTION

**What are your intrinsic and extrinsic motivators?**

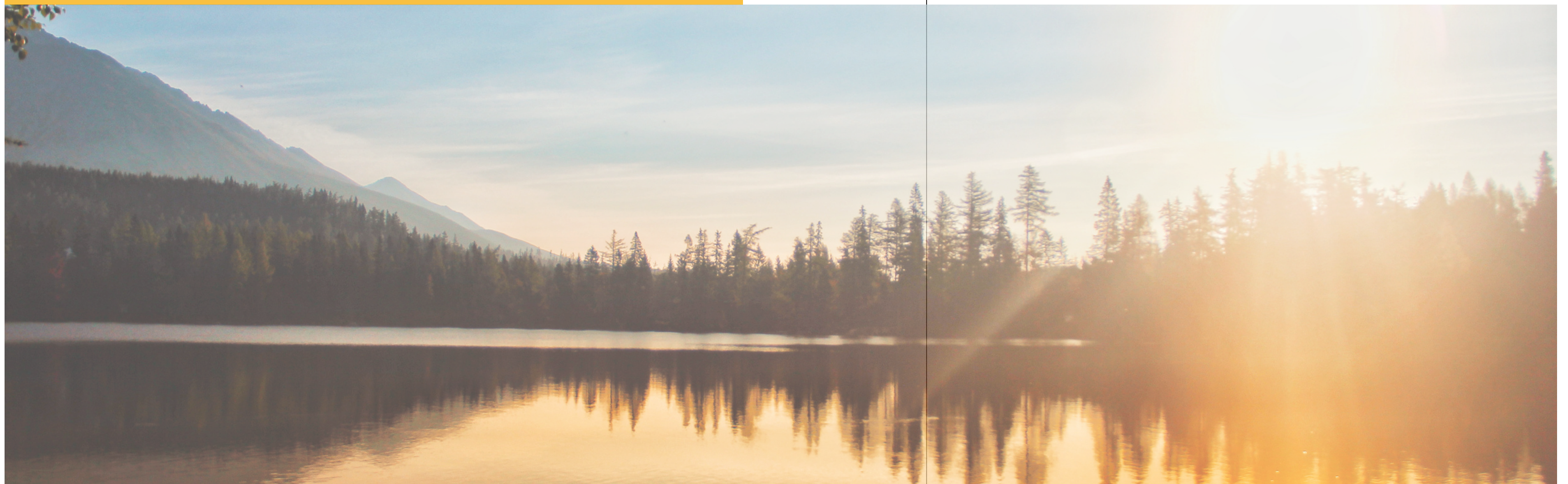
What would you do even if you weren't paid?  
What are the external factors that drive you?

**How do you want to make a difference?**

What are your mission, vision, values?  
What are your implicit goals?

**What is your unique value proposition?**

What makes you unique?  
What value can you bring to others?



# FIVE WHYS METHOD

- 1 I enjoy my work as an instructor.  
*Why?*
- 2 I find joy in helping others.  
*Why?*
- 3 To share in the transference of new knowledge. *Why?*
- 4 To empower others through growth.  
*Why?*
- 5 I enjoy empowering others through knowledge to achieve personal & professional growth.

# EXTERNAL APPRAISAL



- **Google yourself**

## **Personal Branding Advisory Committee**

Ask three members from your personal or professional network to share three adjectives that describe you.





Try

# BRANDYOURSELF.COM

## My Reputation Score: **Good**



Your online presence isn't likely to hurt you but it has room for improvement.

- **Hurting you the most:** Unprofessional images.
- **Helping you the most:** Excellent positive visibility in search engines.

UPDATED: 3 days ago

NEXT UPDATE: in 4 days

 UPDATE NOW

 EXPLAIN SCORE



Our software will walk you through the process of building an impressive online presence that wins you opportunities.

IMPROVE MY SCORE

# HIGH **5** TEST

HIGH **5** TEST

For Individuals

For Teams

For Organizations

For Coaches

Take The Test

## Discover what you are great at

Leverage what is unique about you to achieve greater results in your  
professional and personal lives

Take the strengths test

Log in to your account

# FIVE STRENGTHS TEST

## YOUR HIGH **5**

SHARE RESULTS | [f](#) [in](#) [t](#) [s](#)

### **1** PEACE KEEPER

Your objective is to resolve conflicts and establish harmony. You believe that, because conflict divides us, we need to find areas of agreement in order to move forward. You always wonder why people waste so much time in confrontations when it is much more productive to look for consensus. As such, you always seek common ground with others, even if you must sacrifice your own opinions for the sake of balance and harmony. You also have a strong sense of forgiveness. Your strength helps your team sail smoothly along and mitigate any conflicts as you search for win-win solutions for all those on board.

### **2** DELIVERER

### **3** WINNER

### **4** BELIEVER

## COMPARE WITH

WHAT OTHERS THINK 

friend@email.com	invite
------------------	--------

friend@email.com	invite
------------------	--------

friend@email.com	invite
------------------	--------

friend@email.com	invite
------------------	--------

friend@email.com	invite
------------------	--------



# DEFINE YOUR BRAND



## Identify your Unique Value Proposition

- What are your unique strengths and skills?
- How can you add value to others?



## Know your Audience

- What are their needs?
- What value do you have to offer in a way that is meaningful to others?



**SELF-  
AWARENESS**

**EMOTIONAL  
INTELLIGENCE**



# WRITE YOUR STORY

## *The Three C's*

C

What about your background informs what you do and why you do it?

**Character**

C

Describe a personal struggle/experience that will resonate with your audience.

**Conflict**

C

Discuss a change in perspective that influenced your career path & goals.

**Conclusion**

*Honesty, imperfection, vulnerability build trust & credibility.*

# A Cautionary Tale



# *Personal Brand* **STATEMENT**



Be honest about what your expertise is and where you can provide value for others.



Ensure it's authentic to you and valued by your audience.



Present a clear and consistent brand message.





“Creating cosmetics that impact social and environmental change.”  
-Anita Roddick



“To make people happy.”  
-Walt Disney



“I inspire others to pursue their passions.”  
-Dr. Edmiston

## Examples


(Edmiston, 2019)

# *Create* **THE PERFECT ELEVATOR PITCH**


LinkedIn Learning: Creating a perfect pitch

1. Say what you do
2. Say what makes you unique
3. Tell a quick story

(Citroen, 2020)




# PROMOTE YOUR BRAND



## **Create a strong online presence**

Optimize your LinkedIn profile  
Showcase your work  
Share your expertise



## **Cultivate your network**

Peers, mentors, industry  
leaders



# LinkedIn Checklist

## Personalize your URL & Images

Add a professional profile image and a banner image.

## Headline & About Sections

Create a succinct value proposition that reflects your values as well as your contribution to others.  
Tell your brand story.

## Featured Section

Include posts and articles on a consistent basis.

## Experience

Flesh out each of your positions to show readers the value you bring to every role.  
Add a Problem-Actions-Result (PAR) story

## Skills

Follow your summary with a skills array relevant to your industry, a placing a separator between each keyword

# Content Categories

- **Industry-specific:**

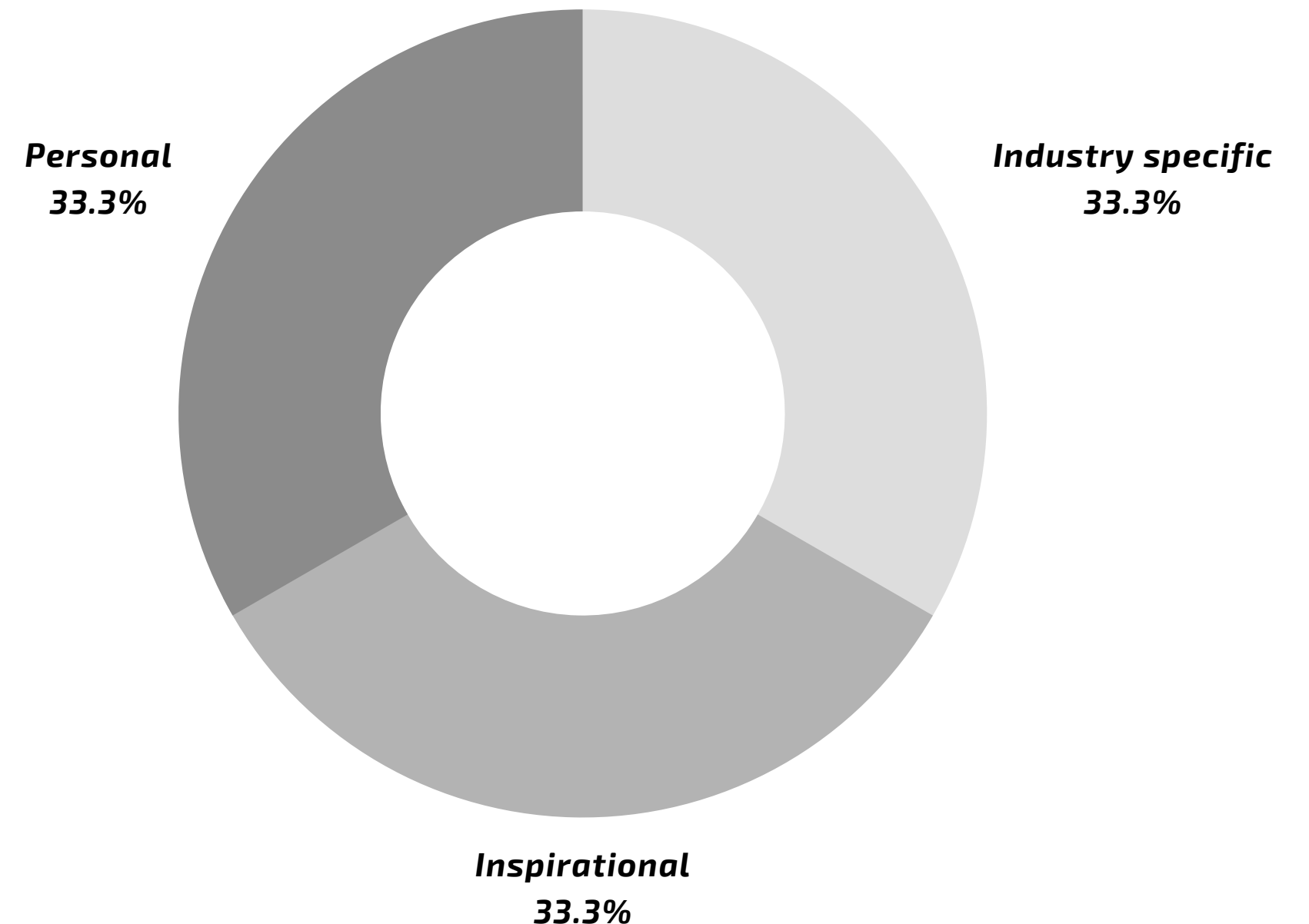
Share relevant content and insights to establish yourself as a thought leader.

- **Inspirational:**

Share content you find inspirational.

- **Personal:**

Let people see who you are. Share info and present your authentic self.



*Actively*  
**NETWORK**



Build authentic connections



Connect with peers, colleagues,  
and industry thought leaders



Join industry-related groups



Engage your audience



# MONITOR YOUR BRAND



## Leverage monitoring tools:

- [brandyourself.com](http://brandyourself.com)
- Google Alerts



## Managing your brand:

- Maintain
- Review
- Refine



*Stay*  
**CONSISTENT**



- Consistently update your profile.



- Set aside 10 minutes a day to update your profile, like, & comment on others' posts.



- Consistently share one article or one post a week. Tag relevant members of your network and use hashtags.



- Once a year assess and refresh your personal brand promise.



# Summary



What is personal branding?

Who needs a personal brand?

Why is personal branding important?

- Clarity of purpose
- Differentiates you
- Social and intellectual capital
- Intrapreneurship

## BUILDING AN AUTHENTIC PERSONAL BRAND

# 1

Audit your  
Brand

# 2

Define your  
Brand

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# 3

Promote your  
Brand

# 4

Monitor your  
Brand

# 1

## AUDIT YOUR BRAND

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Internal Reflection

- o Five Whys Method

External Appraisal

- o Use [brandyourself.com](https://www.brandyourself.com) to scan your socials

- o Personal branding advisory committee

- o [High5Test.com](https://www.high5test.com) to compare how you assess yourself with how others assess you

# 2

## DEFINE YOUR BRAND

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Know your audience

Be authentic

Self-awareness and emotional intelligence

Three C's to writing your brand story

- Character
- Conflict
- Conclusion

Develop your Personal Brand Statement

Create the Perfect Pitch

# 3

## PROMOTE YOUR BRAND

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### LinkedIn

- Polish your profile
- Consistently engage

### Cultivate your network

- Build authentic connections
- Engage your audience

# 4

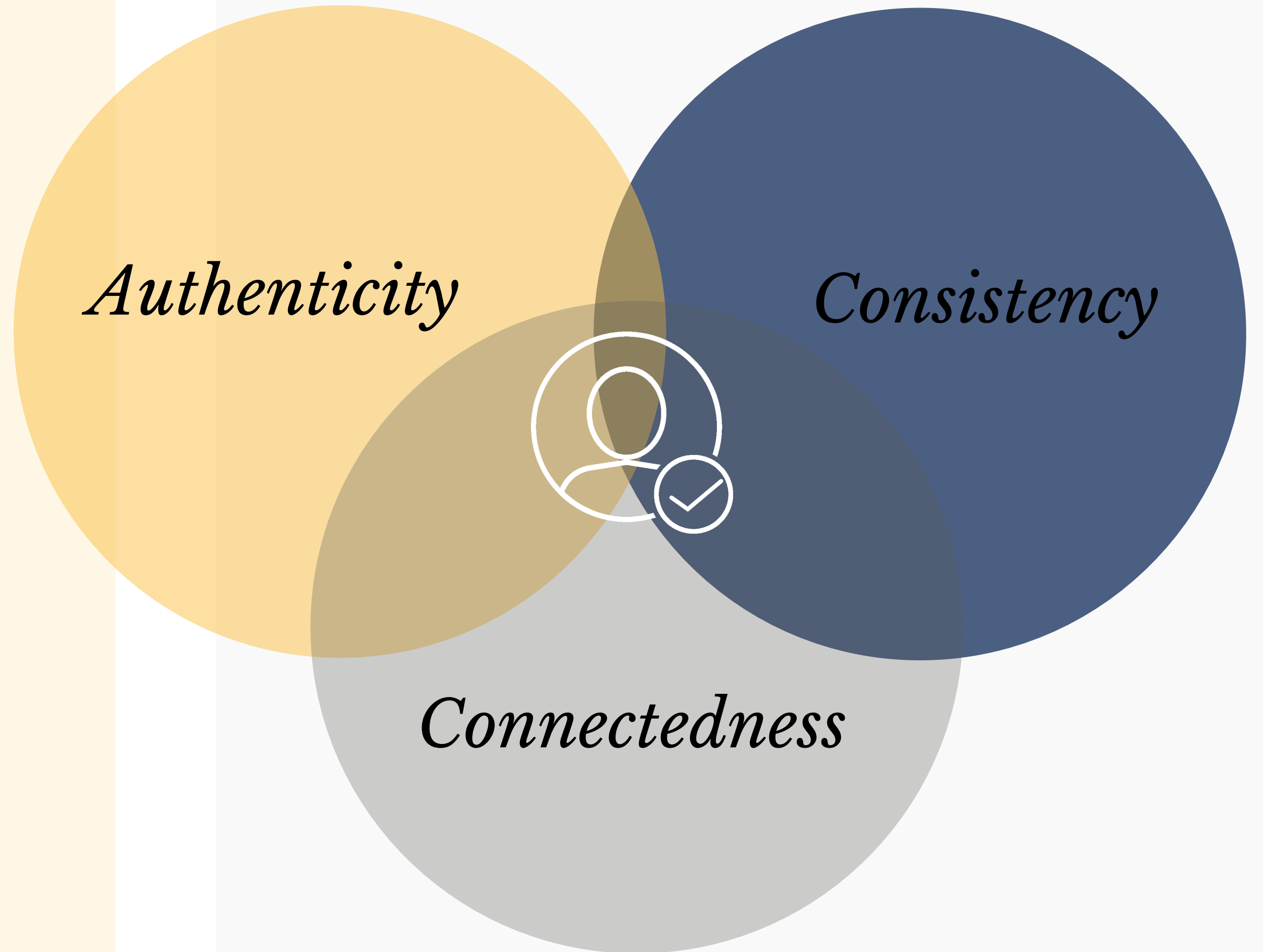
## MONITOR YOUR BRAND

### Monitor your brand

- Leverage [brandyourself.com](http://brandyourself.com), Google Alerts
- LinkedIn metrics

### Be consistent

**KEY  
TAKEAWAYS**





**THANK  
YOU**



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