Your Personal Brand

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March 13, 2018
Effective Communication & Branding?

• Your ability to communicate effectively has a direct impact on your future career.

• If you cannot communicate and brand yourself effectively, you become one of many versus a potential leader.

• Professionalism is most often conveyed by our verbal and written communications skills.

• Perception is reality.
Body Language and Being Present

• **Focus**
  • Turn off cell phone,
  • Do not read your e-mail during a meeting
  • Be an active listener

• **Body language**
  • Engage in eye contact,
  • Do not cross your arms,
  • Do not watch the clock,
  • Do not slouch in your chair.

• **Brush Up On Etiquette**
  • Professionals are expected to be courteous,
  • Excellent table manners are a must.
First impressions can be lasting. Your appearance is very important. Clients often perceive your abilities by your appearance:

- Be properly dressed and groomed,
- Wear business attire,
- Bathe and wash hair, frequently
- Do not over use cologne
- Apply make up and nail polish conservatively
- Wear jewelry that is understated
- Do not wear low cut tops, short skirts, tight fitting apparel, jeans, golf shirts or baseball hats to business meetings.
- Polish shoes
- Business cards should be readily available
- Briefcase should appear organized.

Always dress better than your clients!!!!!!!!!!
Elevator Speech

• Seize the opportunity when it presents yourself by offering a brief overview of your role:
  • Title
  • Department
  • Your manager
  • Location
  • Tenure with company
  • Client Portfolio

It is necessary to state all of the above in less than 2 minutes, e.g. elevator speech 3 – 5 floors.

KNOW THIS INFORMATION COLD!
REHEARSE, REHEARSE,REHEARSE!!!!!!!!!!!!!!!
Branding Materials

• Business Cards:
  • Exchange them within your company, customers, suppliers and peers.
  • Carry them with you, everywhere
  • Store small supply in your car

• Social Media:
  • Choice one/two – post frequently
  • Understand what is appropriate to post
  • Blogs should not be “rants”

• Work Product:
  • Completed on time and IAW requirements
  • Proof read, no grammar or spelling errors
E-mail

• E-mail is now our primary tool for communication.
  • Use proper greeting and closing
  • Be mindful of tone
  • Utilize good grammar skills
  • Spelling is very important
  • Proof read
  • Use spell check
  • Check your e-mail regularly
  • Be responsive
    • *Never* send an e-mail when angered or stressed – think about it, cool down.
    • Your name, title, company name and telephone number/e-mail address should be part of your signature for internal and external e-mails
Telephone Use

Telephone usage is another key communication tool.

- Use proper greeting and closing
- Leave messages:
  - Spell your last name
  - Speak slowly
  - Repeat your telephone number twice
  - Always be courteous – thank the receiver for their time

- **Never, Never, Never** use profanity, make sexist or racist remarks!!!!!!
General Do’s & Don’ts

Do’s

• Be cheerful
• Be punctual – Arriving early may allow you to see other company personnel while waiting for the meeting to begin
• Be complimentary
• Extend politically correct holiday wishes
• Send thank notes
• Mention past relationships
• Try to identify common areas of interest.
• Seek a mentor/mentoring

Don’ts

• Whine
• Make sexual overtures
• Be aware of gift acceptance policy and act accordingly
• Contact personnel after hours, on the weekend or during their vacation unless they have made that request.
• Name drop
• Discuss politics, religion or salary.
• Become a pest or stalker
• Brag
Building Your Personal Brand

• How do you wish to be perceived?
  • Adaptive
  • Responsive
  • Knowledgeable
  • Responsible
  • High Performing
  • Professional
  • Punctual
  • Works smart
  • Understands the environment/landscape
  • Completes assignments on time
  • Assignments are well done
  • Active in the business community
  • Well respected by your peers
  • Respectful of others time
Expanding Your Network

Social interaction is critical when expanding your network and building your brand. Be mindful that a courteous greeting and cheerful demeanor can and will serve you in the future.

- Avoid:
  - Negative people
  - Know it-all’s
  - Braggarts
  - People that talk for the sake of talking
  - Talk incessantly
  - Ego-centric

- Be aware of personal space, shake hands and acknowledge/wave to acquaintances.

- Invite others to join you:
  - Lunch table
  - Car Pool
  - Air Port Gate
  - Future activities

- We are human beings and tend to value people we know, like and trust.