

# 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.





## Presentation – Sending the Right Message

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.



## **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:

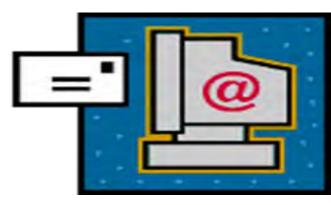
- Completed on time and IAW requirements
- Proof read, no grammar or spelling errors





### 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
- <u>Never, Never</u> 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 beg
- 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.

