



# Your Personal Brand

Diane Dempsey

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# 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.

**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.**

