



HOW TO DEVELOP YOUR SMALL BUSINESS PROFESSIONAL BRAND

Coleen D. McCormick
Director, DLA Land and
Maritime Office of Small
Business Programs

Paul Ward
Deputy Director,
USSOCOM Office of
Small Business Programs



Agenda

- What is a Professional Brand?
- Who are your customers?
- Why is your brand important?
- How do you develop it?
- How does it impact our effectiveness in our roles?



What is Your Small Business Professional Brand?

- What are you known for?
Customer/Stakeholder perceptions
- Value that you add to the process?
Trusted partner/Collaborator





Who are Your Customers?

- Internal
 - Contracting Office
 - Program Managers
 - Coworkers
 - Supervisor
 - Commander/Senior Leadership
- External
 - Small Business
 - Large Business
 - Support Organizations
 - PTACs
 - SBDCs
 - Industry Associations

Anyone you interact with in a professional capacity



Why Is Your Small Business Professional Brand Important?

- Credibility
- Trust
- Ability to influence





How Do You Develop Your Brand?

- Be knowledgeable
- Be honest
- Be helpful
- Be part of the solution





How Does It Impact Our Effectiveness in Our Roles?

- More is accomplished in collaboration
- Trust is priceless
- Your knowledge and professionalism strengthens the organization
- We can be and should be a part of the solution

Discussion

