

Passion, Purpose, & Personal Branding

Strategies for Managing Brand YOU!



Engage

Define Your Brand

- My passion is...
- My strengths are...
- I was totally awesome when...
- My biggest dream is...

What's Your Story?

Your pitch should be:

- Brief
- Easy to understand
- Compelling
- Relevant
- Differentiated
- Authentic

Elevator Pitch	Lobby Pitch	Latte Pitch
		
1 minute	3 minutes	10 minutes
<ul style="list-style-type: none"> • Who you are • What you do • What you were hired to do 	<ul style="list-style-type: none"> • What makes you perfect for this • What is a recent achievement 	<ul style="list-style-type: none"> • Your ask (what, why, how) • What do they need • What can you offer

Get Enthused!
Make it Happen.



Advocate

Body Language	Etiquette
<ul style="list-style-type: none"> Relax your arms to look friendlier. Keep eye contact to show interest. Instead of fighting gesture lightly with your hands. Instead of leaning away, face forward to look engaged. Start and end conversations with a smile. 	<ul style="list-style-type: none"> Arrive early, not on time. Keep your music to yourself. Keep your desk clean and organized. Don't fall asleep at your desk. Don't start or spread office rumors. Leave smelly food at home.
Speaking Up in Meetings	Communicating Needs
<ul style="list-style-type: none"> Have confidence in your value. Ask questions. Speak up for others. Be concise, with no apology. Be one of the first to speak up. Don't use language that undermines your message. 	<ul style="list-style-type: none"> Recognize the opportunity/need. Assess the situation. Identify your approach. Prepare options. Initiate discussion. Navigate the conversation.



Connect

Nurture Your Network	Develop a Networking Plan
<ul style="list-style-type: none"> Be specific and mindful in growing connections. Understand your goal. Focus on depth, not volume of connections. Ask for advice, not favors. Find common ground and identify opportunities to follow-up. Offer something in return. 	<ul style="list-style-type: none"> What is your goal? Who can help? What is your ask? What can you offer?



Tips for Being Taken More Seriously at Work

1. Let people talk about themselves and listen to them carefully.
2. Work on tone, grammar and overall rhetoric. Edit ruthlessly.
3. Know what's going on in the world.
4. Be both humble and confident.
5. Brush up on business etiquette. Dress like a professional.
6. Display accountability.
7. Show conviction. Don't always say yes.
8. Keep posture open and upright.
9. Be way more prepared than you think you need to be. Every time.

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Make it Happen.