

# Personal Professional Branding



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Leveraging YOU

- What do Others see in you?
- What do You see in you?



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Your Brand

- “Your personal branding strategy is a plan to take your reputation and career from relative obscurity to high visibility you want to achieve in the future.” <https://hingemarketing.com/blog/story/personal-branding-strategy-a-roadmap-for-professionals-experts-and-executives>



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# What is Personal Branding?

- Your SKILLS and EXPERIENCE
- Values, ideas and principles important to you
- Your way of expressing your values in writing, speaking, and conversation



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# The Best Brands

- Are unique
- Are authentic
- Are trustworthy
- Leverages you both personally and professionally



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Why?

- 43% of US workforce are freelancers and contract workers, as of 2020.
- 70% of employers screen candidates' social media; 43% employers use it to check on **current** employees per 2018 CareerBuilder survey.
- Average employee tenure is four years.
- Whether seeking a new job or **to accelerate your career**, it is smart to Brand Yourself.



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Five Levels of Visibility

1. Resident – well respected within agency and by clients
2. Local Hero – becoming recognized outside their agency, often speaking at events, may even bring new business
3. Rising Stars – regional reputation, well known among peers, both speak and write as a SME, bring in quality business
4. Industry Rock Stars – well known in their area of expertise, are significant assets to their agency
5. Global superstars – world experts, broken out of niches, everyone wants to be associated with them



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Which do you want to be?

- Ironically, 3 and 4, rising stars and industry rock stars are most in demand.
- Global are too expensive for the everyday events.



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE



# Appreciate your journey

- Gives you street cred
- Gives you wisdom



**Naifeh Center for Effective Leadership**  
INSTITUTE *for* PUBLIC SERVICE

# Know Yourself

- What are your skills?
- What are your strengths?
- List these, both professionally and personally.
- What motivates you? What drives you?
- What gets you the most compliments? Where do you excel?
- What do you enjoy? What fuels you?
- What drains your energy?



**Naifeh Center for Effective Leadership**  
INSTITUTE *for* PUBLIC SERVICE

# Many people are:

- Detail-oriented
- Hard workers
- Get along with others
- And other generic attributes everyone uses

**What sets you apart?**



**Naifeh Center for Effective Leadership**  
INSTITUTE *for* PUBLIC SERVICE

# Your goals

- Where do you want to be at the end of your career?
  - What impact do you want to have?
  - What will be your legacy?
- 
- This can change as you grow in your career.



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Strategy

- Identify your specialized area of expertise.
- Define your Audience.
- Find your angle, anchor, and a unique perspective you may leverage.
- Decide what media/medium you will use.
- Enhance your bio...a short bio with photo, a resume/CV



**Naifeh Center for Effective Leadership**  
INSTITUTE *for* PUBLIC SERVICE

# Be Authentic

- Learn from others and emulate what you admire about those around you, while also being authentically you.
- People are drawn to those who are fully and unapologetically themselves.
- Brands are most successful when they differentiate themselves from others.
- How do you bring authentic and unique value? Build on that.



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Being Authentic

- Your brand should sound professional.
- It should also match your personality.
- It should sound natural.
- Draft, edit, edit, redraft and edit as needed.



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Be Substantive

- Must include substance and reliability....something you offer in terms of skills and talents.
- What is the value you bring to Others?
- It is easy to talk. Can you deliver?



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE



# Clarify your values

- What is your WHY?
- Is there a peak life experience?
- Which of these values enhance your personal brand?



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Be Gravitational

- Create emotional connections and rapport.
- Build relationships more deeply and quickly. Building your brand is less about you and more about others.
- Be OPTIMISTIC and ENERGETIC
- Positivity is MAGNETIC
- Confident, not arrogant



**Naifeh Center for Effective Leadership**  
INSTITUTE *for* PUBLIC SERVICE

# Create your brand statement

- Two sentences long
- Aimed at target audience
- Memorable
- Stirs an emotional connection



**Naifeh Center for Effective Leadership**  
INSTITUTE *for* PUBLIC SERVICE

# Your Unique Value Proposition (UVP)

- Or USP, Unique Selling Proposition
- More than a slogan or tagline
- What are your strengths? Where have you excelled in the past?
- Talk about these strengths, with confidence (vs arrogance which is tied to ego)



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Craft an elevator pitch

- 30 seconds or 75 words
- Delivered in person
- Introduces you, your skills, your aspirations
- For example: your name, what you do, your area of expertise, what you would like to do, and why you are the best person
- Derek Young's advise as professional coach in LEAD TN.



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Professional Headshot

- Do you have one?
- What are you going to wear?
- Smiling, pleasant, or serious look?



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Network

- Place personal branding statement on your resume in a Personal Statement section.
- Use it in professional social media posts or anywhere you are marketing yourself.
- Be creative as to how to maximize your exposure.
- Optimize your personal website and social profiles.
- Never underestimate the value of meeting face-to-face, whether one-on-one or large groups.



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

# Be Brave

- Speak up.
- Take a stand.
- Worry less about perfection.
- Step up, step out, step forward.
- Be respectful.



**Naifeh Center for Effective Leadership**  
INSTITUTE *for* PUBLIC SERVICE



# Share your brand

- Predominantly place on your resume.
- Use discretion in your email signature.
- Memorize it.
- It becomes more natural as you use it.



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE

## Connect with us!



<https://www.facebook.com/NaufehCenter>



@NaifehCenter



<https://www.leadership.tennessee.edu>



<https://www.linkedin.com/company/naifeh-center-for-effective-leadership>



@Naifeh\_Center



Naifeh Center for Effective Leadership  
INSTITUTE *for* PUBLIC SERVICE