

# Personal Branding

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## Your Brand, Your Success

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# Weep, Party, chill

Stand up, go around the room and find someone you haven't spoken much to yet:

Discuss which celebrity you would like to:

Be with you to receive bad news

Go out with to celebrate fantastic news

Stay in and Netflix/Amazon and chill

Be prepared to tell us why.



I KNOW THAT FEEL BRO



# Welcome and let's talk expectations



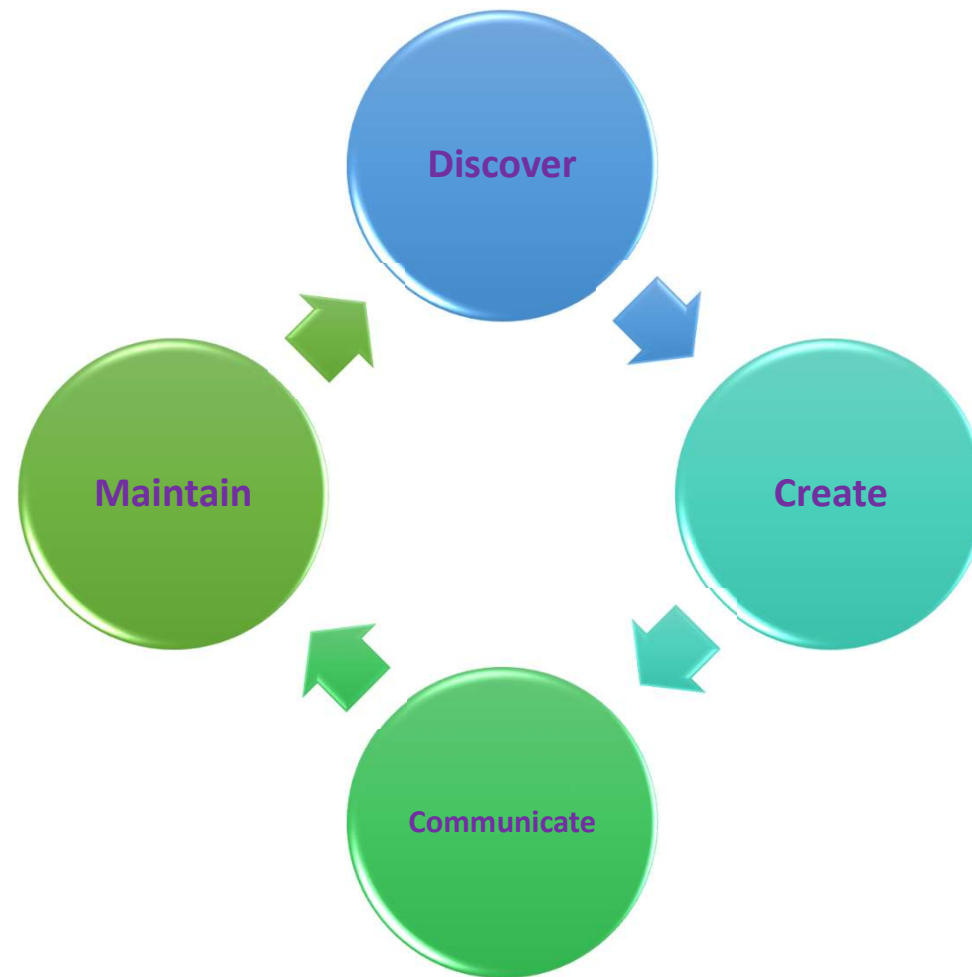
What is your personal brand?

Why is your personal brand important for you?

What are the benefits of a well defined and well curated personal brand?

What do you expect to take away from this small workshop?

# A model to help shape your brand



# Ready to increase your self awareness?

What actions can you take to increase the size of your 'Arena'?

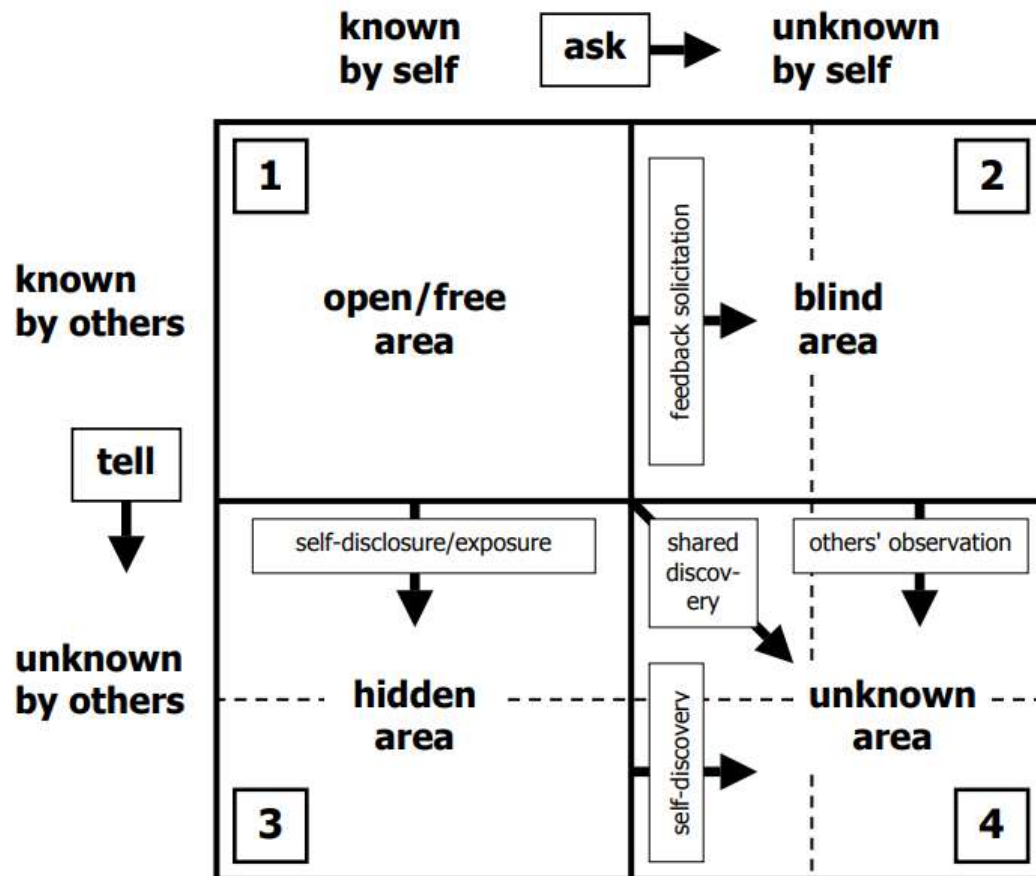
What factors can influence the size of the increase?

How do we expand our self-awareness into the 'Unknown' zone?

## Johari Window

	Known to self	Not known to self
Known to others	Arena	Blind Spot
Not Known to Others	Façade	Unknown

# Welcome and let's talk expectations



How can this model help us to help others?

Does anybody know people in their office that exemplify some of these actions?

Has anybody been on or know someone who has been on a journey of self discovery by venturing out of their comfort zone?

*“Your brand is what people say about you when you’re not in the room.”*

Jeff Bezos  
Chief Executive - Amazon

Create ...





Create ...

*Brand Love*



Create ...



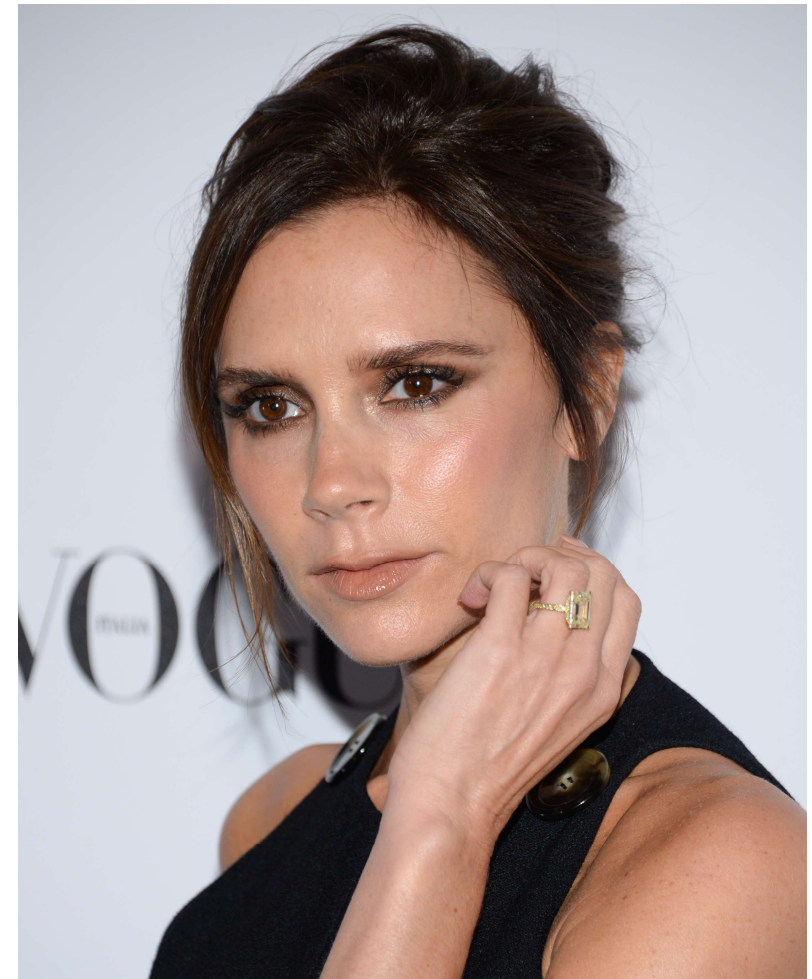
# Create ...

- What is your unique selling point?
- How do you stand out from the crowd?
- How do you make sure you make a good impression?
- You only get one chance to make a first impression!



—YOU—  
**NEVER**  
*get a second*  
**CHANCE**  
TO MAKE A  
*Great*  
—**FIRST**—  
IMPRESSION

- Personal branding:
  - Dress
  - Body language
  - Tone of voice
  - Mannerisms
  - What you say and what you don't say
  - Your actions
  - Punctual or always late for meetings



## How to Make a Positive First Business Impression

Great First  
Impressions

Make Eye  
Contact

Actively  
Listen

Pay  
Attention

Speak  
Expressively

Read  
Body Cues

Sit or Stand  
Up Straight

Relax and  
Be Yourself



# Communicate ...

- How do you implement / communicate the promotion of 'your personal brand'
- What tools do you think you should use?



Communicate ...



**SOCIAL  
MEDIA**

# Communicate ...

## THE EVOLUTION OF SOCIAL MEDIA



Massive boom of young people using social media

Businesses could hard sell on social media easily

They got older and audiences adapted

Businesses have to educate and/or entertain as audiences evolve

Younger generation born more social savvy



## SOCIAL MEDIA PLATFORMS



2 billion+ users worldwide

5 million+ advertisers

93% mobile users

Demographic:  
43% female  
57% male

84% of online users age 30-49 use Facebook  
72% of those age 50-64



1 billion+ users worldwide

53% of users follow brands

Demographic:  
52% female  
48% male

32% of online users age 25-34 use Instagram

6 in 10 adults have an account



330 million+ monthly active users

More than 80% users active on mobile

Regularly cited as a top B2B tool

Demographic:  
34% female  
66% male

42% of users use Twitter daily



No.1 B2B marketing tool

560 million+ registered members worldwide

Join LinkedIn groups and write LinkedIn articles

Demographic:  
43% female  
57% male

90 million users are senior level influencers

63 million are in decision-making positions

# Communicate ...

