



Your Personal Brand

Diane Dempsey

March 13, 2018

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

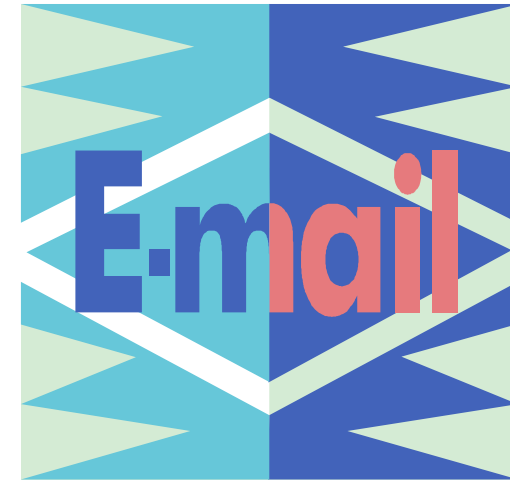


- Business Cards:
 - Exchange them within your company, customers, suppliers and peers.
 - Carry them with you, everywhere
 - Store small supply in your car
- Social Media:
 - Choice one/two – post frequently
 - Understand what is appropriate to post
 - Blogs should not be “rants”
- Work Product:
 - 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.**

