



**USAID**  
FROM THE AMERICAN PEOPLE



# PERSONAL BRANDING

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ASPIRE: WOMEN'S  
LEADERSHIP  
DEVELOPMENT COURSE

# Your facilitator

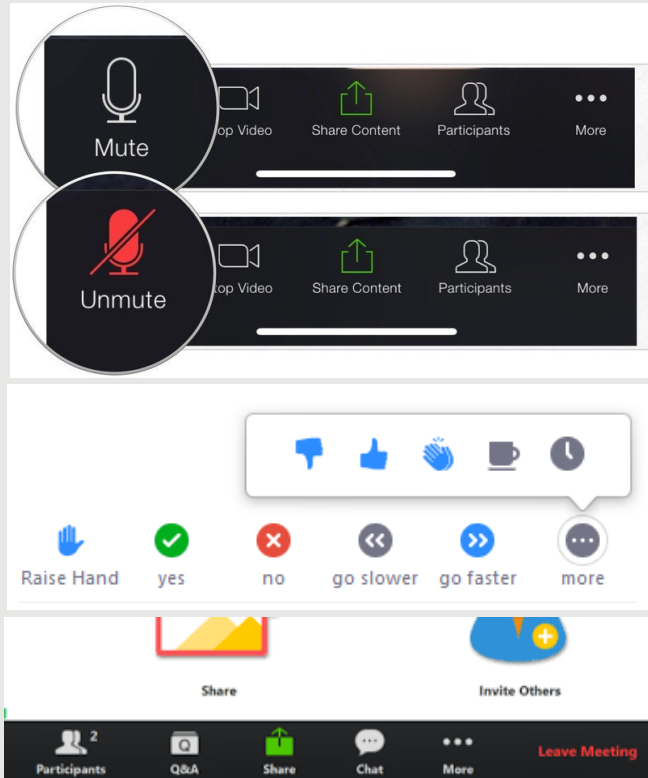
- Summary of profile

# GROUND RULES



- Everyone participate
- One person speaks at a time
- Be present
- Be open to new ideas
- Be additive, not repetitive
- Respect other views
- Be punctual
- It is OK to disagree

# ONLINE GROUND RULES



- ✓ **SHOW YOUR FACE** during the training. Select **START VIDEO**
- ✓ **MUTE** your mic when not speaking
- ✓ **RAISE HAND** when you want to speak
- ✓ Give the speaker feedback using the **REACTION** icons and the **CHAT**
- ✓ Use the **CHAT** to comment, or ask questions from **EVERYONE**. Or to ask for help with sound or video from the **HOST** only
- ✓ **NETWORK UNSTABLE?** Turn your video off.
- ✓ **NETWORK DISCONNECTION?** Don't panic, simply reconnect

# LEARNING OBJECTIVES

By the end of this module you will:

- Comprehend your personal style and values in terms of your personal brand
- Learn how to apply skills in areas like focus, concentration, and communication to support your personal brand
- Appreciate the need to build credibility and trust by living your brand
- Learn how to take ownership of your image, both online and in person

- Remember to type your questions, comments, contributions & challenges in the chat so the facilitator can respond to you directly as we complete the training



# OUTLINE

What is personal branding?

Why is personal branding important?

Ten golden rules to build personal brands

Unique selling point

How do I get noticed?

## Handouts

- Five reasons why personal branding is important
- Personal branding assessment audit
- Ten golden rules to build personal brands
- Your unique selling point
- Ten steps to building your personal brand on social media

# Let's CHECK IN

In breakout rooms in threes discuss...

1. How would you like people you work with to describe you? Choose one word or a phrase and type it in the chat.

2. What is something people often believe about you that is not true, and what do you think it is that gives them that impression?

When we reconvene, type what you shared in the chat



Image source: <https://thespinoff.co.nz/society/16-03-2020/the-world-is-on-fire-my-message-to-new-zealanders-on-covid-19>

7 mins



# WHAT IS A BRAND?

The American Marketing Association defines a **brand** as “a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers.”

The legal term for brand is trademark.

# BRANDING

- Do you recognize these logos?
- What do these say about their brands? Type your thoughts in the chat



# PERSONAL BRAND

- Do you recognize these faces? Choose one, and state two things you like and one thing you dislike about these personalities.



Images source: [www.shutterstock.com](http://www.shutterstock.com)

# WHAT IS PERSONAL BRANDING?

The intersection of perception, reality and desired perception



Images source: TheAdclass.com

# WHAT IS YOUR PERSONAL BRAND?

At work, what's your:

- a) Image
- b) Vision
- c) Mission, and
- d) Values





# A BRAND IS A **PERSONAL PROMISE**

Source: <https://www.youtube.com/watch?v=s3B7OeEHGRo>

9 mins

# BRIAN TRACY'S LAWS OF BRANDING

How many of these do you have ready right now?

Specialization

Leadership

Personality

Distinctiveness

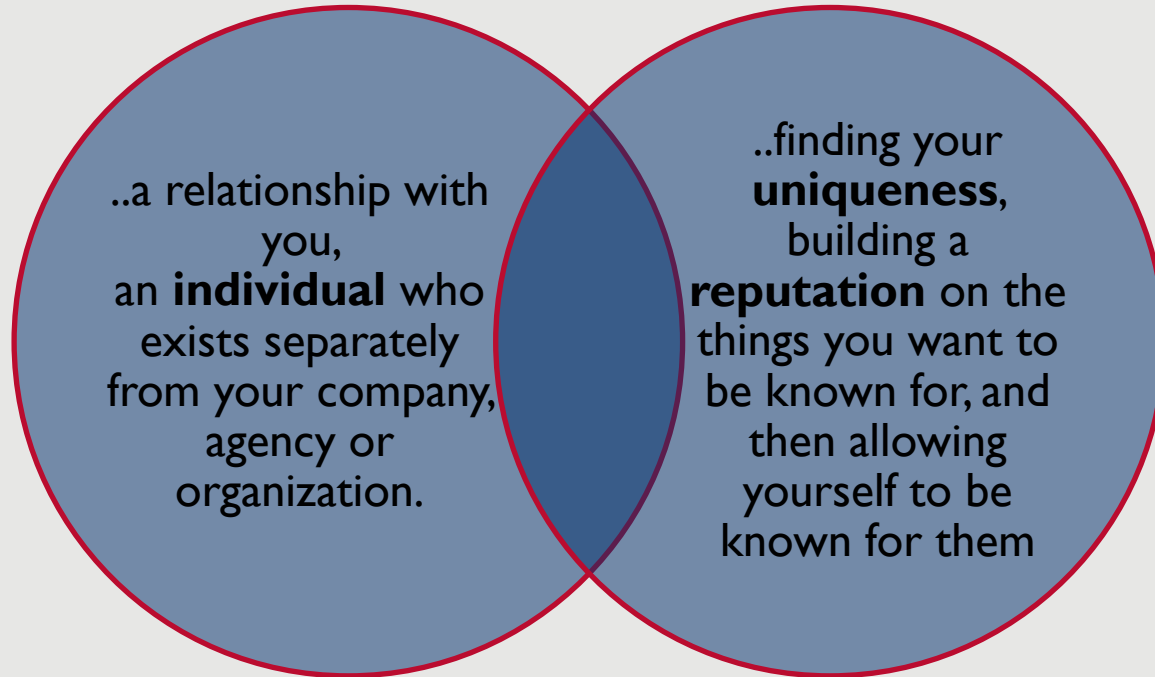
Visibility

Utility

Persistence

Goodwill

# PERSONAL BRANDING IS...

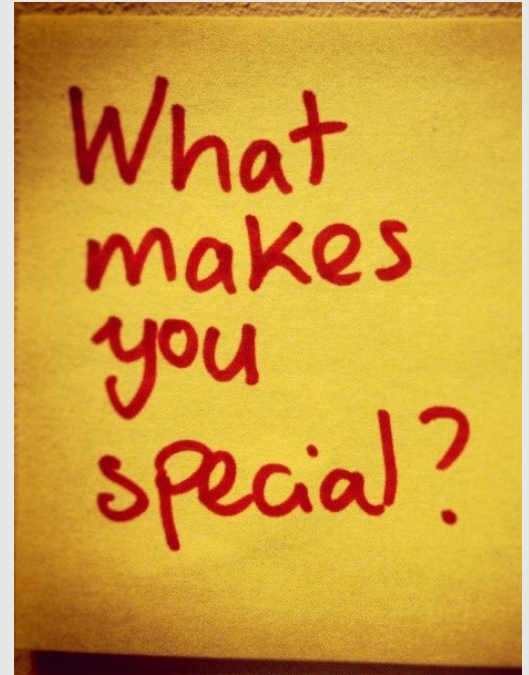




# WHY IS PERSONAL BRANDING IMPORTANT?

Here are some benefits that personal branding can give to people.

- Builds trust
- Builds connections
- Builds credibility
- Gains confidence

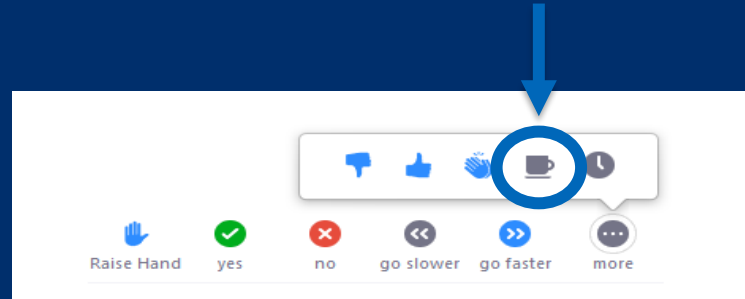


# MANAGING WELLBEING

Let's take a comfort break



Image source:  
[www.livingwellconsortium.com](http://www.livingwellconsortium.com)



Music by Dele Sosimi  
***Too much information***

# YOUR PERSONAL BRAND

- Your appearance
- Your body language
- Your profile pictures!



Source: [www.pictureyourself.ca](http://www.pictureyourself.ca)



Conduct a  
personal  
branding  
audit

Refer to your workbook

# GROUP ACTIVITY - PERSONAL BRANDING AUDIT

Working from your workbooks in groups of three, write silently first then share

1. Describe the dress code of your daily contacts.
2. What does your work wardrobe say about you?
3. What could you do to enhance your image and still “fit in”?
4. How well-groomed are you? (hair, facial hair, nails, etc.)
5. How do you join a meeting or enter a room – for example, quietly, brashly, head bowed, late?
6. How do you approach other people to begin a conversation – for example, apologetically, warmly?
7. Is there anything that you’d like to do to look and feel better?
8. My main strengths, which I want to make more widely known. (list 3)
9. My main weaknesses, and how I could address them. (list 3)
10. Two opportunities that I could capitalize on
11. Two threats that I need to deal with
12. My core values are. (list 3)

25 mins

# WHAT IS YOUR REALITY? PICTURE YOURSELF

- Start with the way that you dress.
- This doesn't mean that you must lose your identity:
  - Whatever the dress code, being clean and tidy is always important.
  - People make assumptions about you based on how you look.



*Image Source: [gettyimages.com](https://www.gettyimages.com)*

# PICTURE YOURSELF – YOUR BODY LANGUAGE



Now think about how you stand, move and speak. **Body language** and **tone of voice** have even more impact than the words you speak.



Facial **expressions**, **gestures** and **posture** speak volumes, as do the pitch, tone and rate of speech.



You convey **enthusiasm** and **warmth** by smiling, for example, even when you're talking on the telephone.

# TEN GOLDEN RULES TO BUILD PERSONAL BRANDS

1. Have a focus
2. Be genuine
3. Tell a story
4. Be consistent
5. Be ready to fail
6. Create a positive impact
7. Follow a successful example
8. Live your brand
9. Let other people tell your story
10. Leave a legacy



# UNIQUE SELLING POINT

*Your USP*

## **UNIQUE SELLING PROPOSITION**

*How you are different  
from competitors*

Word Wise at [www.nonprofitcopywriter.com](http://www.nonprofitcopywriter.com) 

Quote source: [www.nonprofitcopywrite.com](http://www.nonprofitcopywrite.com)

# UNIQUE SELLING POINT



Your Unique Selling Point (USP) is what makes you stand out from the crowd – the combination of skills, qualities and experience that no one else can offer.



Your USP is enormously helpful when it comes to “marketing” yourself. Think of it as what makes you uniquely valuable to your organization.



After all, there are probably many people with the same qualifications and experience as you. But what makes you different from everyone else?

# YOUR UNIQUE SELLING POINT

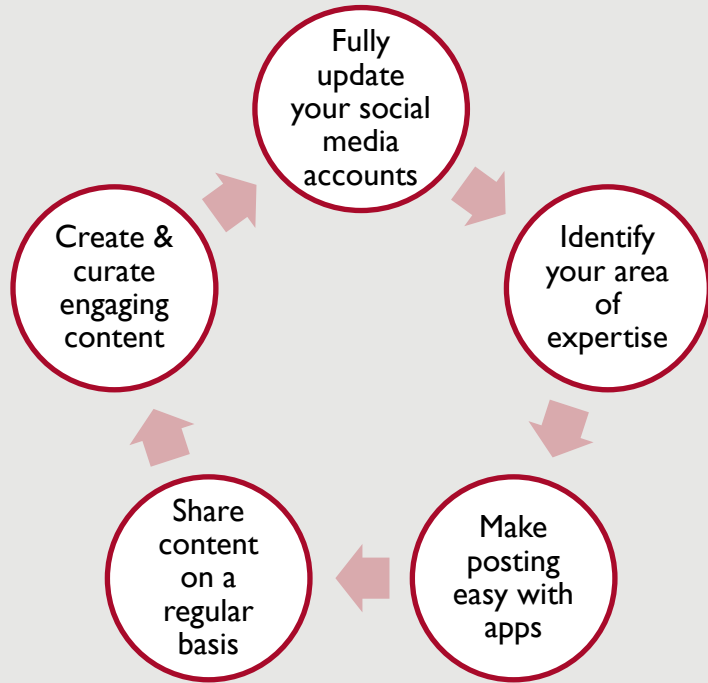


Source: [www.sciencing.com](http://www.sciencing.com)

Give four examples of when your expert knowledge or experience was called upon:

- 1.
- 2.
- 3.
- 4.

# SOCIAL MEDIA & PERSONAL BRANDING



Source: [www.anniepham.fi](http://www.anniepham.fi)

Social media apps are at hand to make life easier. **Try using Sprout Social, Buffer, or Hootsuite to have all your social media accounts managed on one app**

# SOCIAL MEDIA CAN HELP YOU

- Challenge and motivate yourself
- Push you to achieve your goals
- Keep you accountable
- Get ideas
- Receive feedback
- Gain confidence
- Expand your skill
- Test your knowledge
- Develop leadership skills
- Help others
- Do some good
- Make friends
- Discover new opportunities

# LINKEDIN

LinkedIn is the place professionals go to learn about you.

In the digital age, it's where you make your first impression.



What does your LinkedIn profile communicate?



Does your profile convince viewers that you are likable and credible?



Or might you be unintentionally sending the wrong message?

# GROUP ACTIVITY: LINKEDIN PROFILE ASSESSMENT

Do a **LinkedIn Profile Assessment**. Open your internet browser, paste this address in the browser window and answer the questions.

<https://linkedselling.com/linkedin-profile-assessment/>

Then go to LinkedIn.com

Create your profile

OR

Improve your profile based on the feedback

## **PRIVACY ALERT**

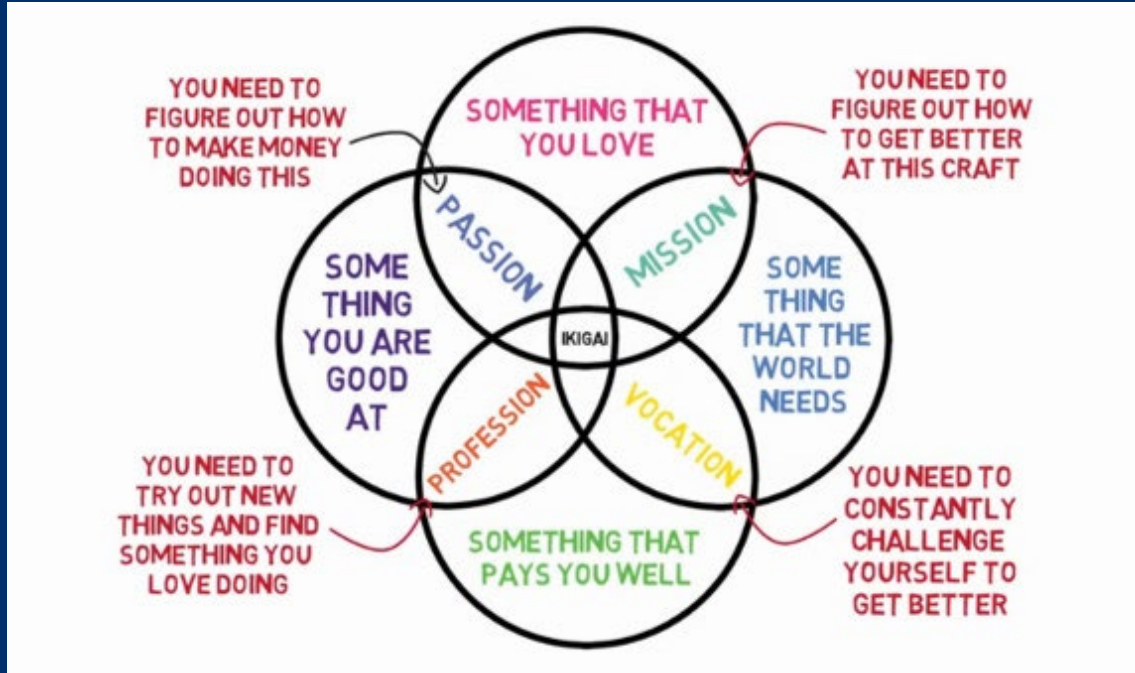
Remember to be cautious about whatever you post online, including images and opinions.

# STILL NOT CLEAR? INTRODUCING IKIGAI





# DISCOVER YOUR IKIGAI & BUILD YOUR PERSONAL BRAND AROUND IT



Source: <https://bmhonline.wordpress.com/2019/01/28/ikigai-the-japanese-formula-for-happiness/>

# GROUP DISCUSSION: LESSONS LEARNED

It can take between 3 – 5 years to change the perception of your professional positioning in the eyes of others

Remain authentic – link your strategy with your personality - don't pretend to have a different personality or try to reshape yourself into what you think everyone wants

Keep reflecting, reviewing, and maintaining – your personal brand requirements will change over time

## SUMMARY AND QUESTIONS



Remember  
that personal  
branding isn't  
a one-off  
activity.

It means  
presenting  
yourself  
authentically  
every day.

**REMEMBER**

**The 5 'P' s**

*Proper Preparation Prevents Poor Performance*

**#EachForEqual**

**#He4She**

**#She4She**

**#GenerationEqual**

## PLEASE EVALUATE THIS TRAINING MODULE

The link has been sent to your phone number or email address



Source: Edu2review.com