

BRANDING YOU!

Taking Corporate Principles To One's Personal Career

*Prepared by Janie Morris | Lomo Creative for St. Jude Career
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Today's Agenda

- Introduction
- Business Brand
- How Business Brand Translates
- Why a Personal Brand is Important in your life and job search
- How to discover your personal brand
 - Take Home Exercises



“A chosen pursuit; a profession or occupation.”

“The general course or progression of one’s working life or one’s professional achievement.”



The Business Brand

What is a brand?

How does it function in the business world?

The Role of a Brand



A Brand touches all aspects of a company



What do we mean by “Brand”?

“A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers from those of the competition.”

*-American
Marketing
Association*

- When do you call in a Brand Expert?
 - New company
 - New product or service offering
 - Name change
 - Revitalize or redefine a brand
 - Revitalize a brand’s identity/elements
 - Create a unified or integrated system
 - When companies merge
 - Boost slowing or slumped sales

A well-formed Brand navigates choices, reassures consumers and engages stakeholders.

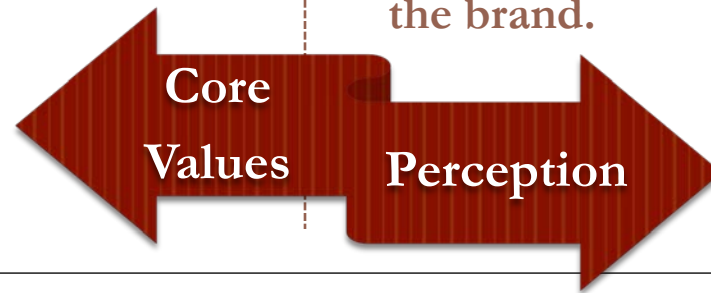


Brand Ingredients

These brand components help to shape the perception of the brand

A brand should include the core values of the company and product

To ensure a brand's core values come through in the public's perception, these ingredients should be cohesive and adhere to the strategic goals of the brand.





Brand Ingredients

Applied To You

Identity / Elements

1. Brand name
2. URLs
3. Logo & Symbols
4. Characters
5. Advertising Efforts
6. Slogan, Jingle
7. Packaging



Personal Brand

1. Brand name
 - YOUR NAME
2. URLs
 - Personal Website, LinkedIn, Facebook, Twitter
3. Logo & Symbols
 - Signature Items, Look, Personality
4. Characters
 - YOU!
5. Advertising Efforts
 - Social Media, Online Efforts
6. Slogan, Jingle
 - Elevator Speech
7. Packaging
 - Wardrobe, Styling

Example

Brand Elements

Brand name

- IKEA

URLs

- www.IKEA.com;
- www.ikea.com/us/en/
- Separate sites for each country

Logo & Symbols



Characters

- As characters are often introduced in Advertising Collateral, the IKEA “hugging heart” is the closest icon there is to a Branded Character.

Slogan

- Affordable solutions for better living

Jingle

- None Standard; though music is an integral part of TV commercials

Advertising Efforts

- Focus on Brand Building
- (See Notes for links to Ads.)

Packaging

- All products have clear descriptive labels including size, materials, color options, etc.



Co-Branding / Alliances

Business Brand

- Occurs when two or more brands are combined or marketed together.
- Examples:
 - Pop Tarts + Smuckers Jam
 - Shell Gas + Visa
 - Nike + Apple
 - Nike + “Michael Jordan”
 - Fiat + Mattell

Personal Brand

- The individual +
 - Causes / Volunteerism
 - Fashion (style)
 - Everything **YOU** do
 - Boycotts
 - Personal Hygiene
 - Fashion
 - Associations/groups

Architecture / Positioning

Business Brand

- It is the way in which the brands within a company's portfolio are related to, and differentiated from, one another.
- Johnson & Johnson family of products
 - House brand, multiple facets – all family oriented
- Ralph Lauren
 - Polo or Lauren

Personal Brand

- Personal
 - Family
 - Girlfriends
- Professional
 - Co-workers
 - Bosses
 - Vendors

How do all these elements work together and how do they differ?

Brand Essence / Mantra

Business Brand

- The heart and soul of a brand.
- Short Phrase (3-5 words) that describes what the brand is all about. Not necessarily a tagline or slogan. And should not be used as a basis for advertising messages.
- Sets a company apart from the competition.
 - “Just Do It”
 - “Fun Family Entertainment”

Personal Brand

- Describes you in a quick nutshell. Quickly summarizes everything that you are.
- As an individual, this may be longer (6-10 words) that summarize experience.
- Careful to avoid stating the obvious.
- *“Creative. Design. Brand. Outgoing. Progressive. Passionate. Integrity.”*
 - What I don’t say is “professional, marketing, experienced...” Each of these are sort of a given.

Brand Equity

Business Brand

- Brand's power derived from the goodwill and name recognition it has earned over time, and which translates into higher sales volume and higher profit margins against competing brands.

Personal Brand

- An individual's reputation and recognition in an industry or a community.
 - Ways to increase your equity is to increase your visibility include:
 - Volunteerism
 - Web Presence
 - Blog, Personal Page, Social Media and Networks



What Is Your Personal Brand?

**Self Awareness • Vision Boards • Mental Map
Key questions • Some Additional Resources**

WHAT IS YOUR PERSONAL BRAND?

Self Awareness

Vision Boards

Mental Maps

Final Thoughts



Self Awareness – Self Assessment Tools

- Personal Inventory
 - www.cdm.uwaterloo.ca
- Myers-Briggs
 - www.mbticomplete.com (\$59.95)
 - *Please Understand Me – Character & Temperament Types* by David Keirsey and Marilyn Bates (Distributed by Prometheus Nemesis Book Company, copyright 1978; 1984)
 - *What Type Am I? Discover who you really are* by Renee Baron (Penguin Books, copyright 1998)
- DiSC by Inscape Publishing (from \$19.99)
 - www.internalchange.com
- Producing Results with Others (PRO)
 - www.tracomcorp.com (\$)
 - Site is a good resource for learning more about social styles
- 360 Reviews

Self Awareness – Your Environment

Culture

Industry

Alignment with
your self
assessment

Politics /
Spoken or
Unspoken Rules

Organization /
Environment

Do you have a vision?

- What is a vision Board?
 - Graphic representation of defined characteristics that quickly identifies a brand's heart and soul
- Why a vision board is important?
 - Reveals *hidden* truths
 - Provides a roadmap
 - Communicates the essence of a brand



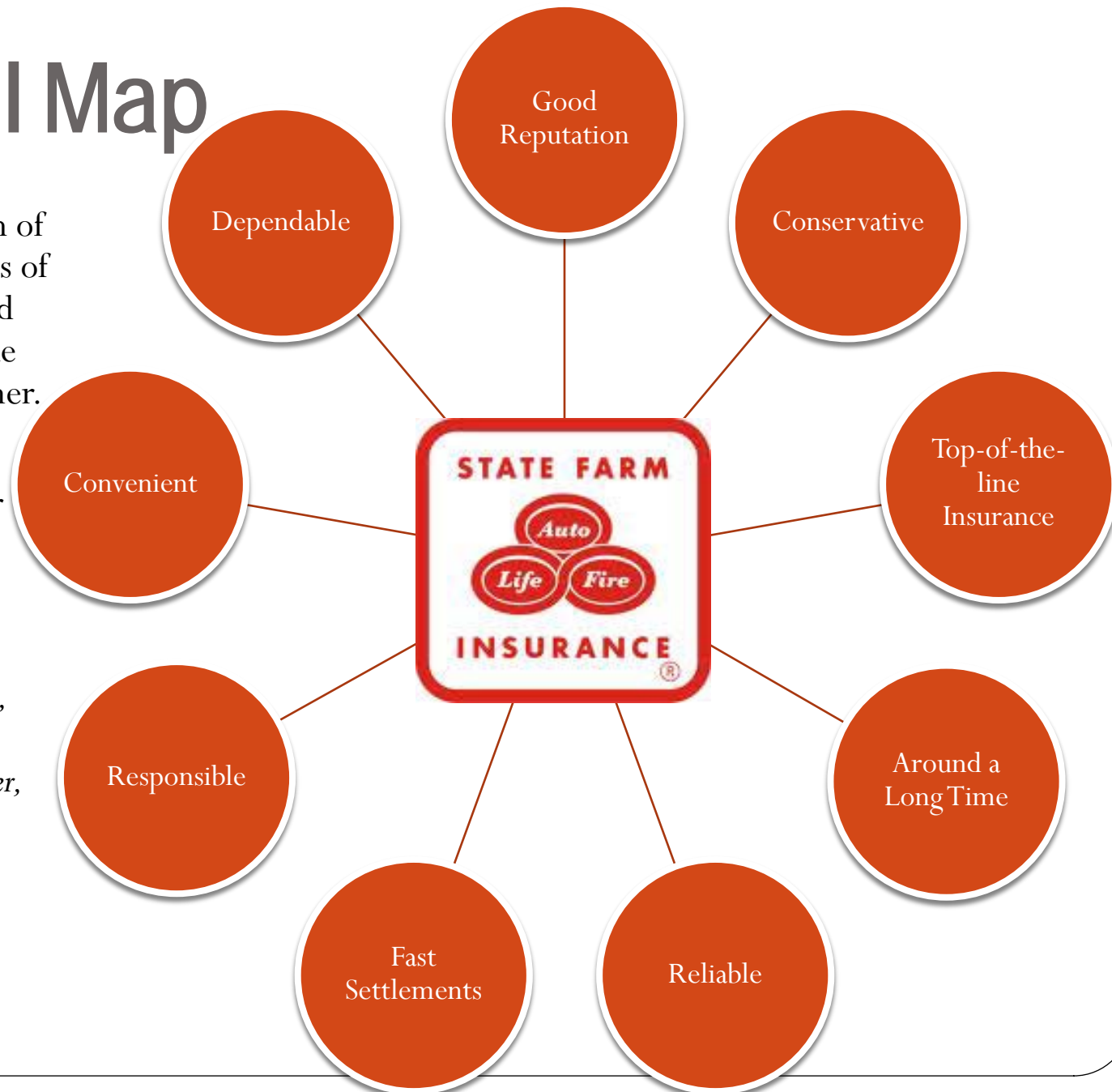
What do you look like?
(Vision board for an outside landscape)

Mental Map

A visual depiction of the different types of associations linked to the brand in the mind of a consumer.

What would your mental map look like?

Creative, marketing, positive, outgoing, cook, artist, gardener, reliable, connected, brand expert....



Final Thoughts

- Be committed
- Become an Expert
- Mimic Success
- Continual Analysis
- Consider a hiring company's brand... does your brand align with their brand?