

Build Your Personal Brand

AND WHY STORYTELLING MATTERS

What is a brand?

It is NOT a logo...

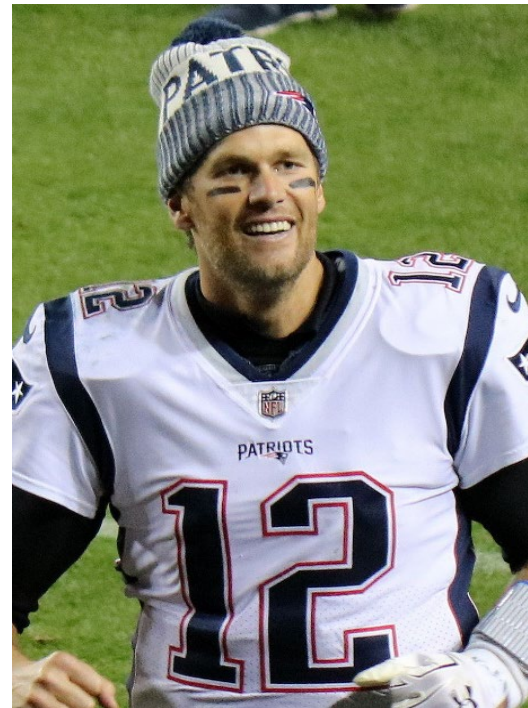
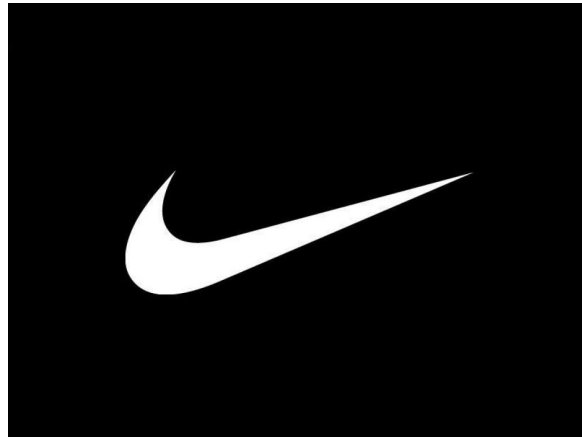
A brand is a person's GUT FEELING about a product, service, or organization

Why bother?

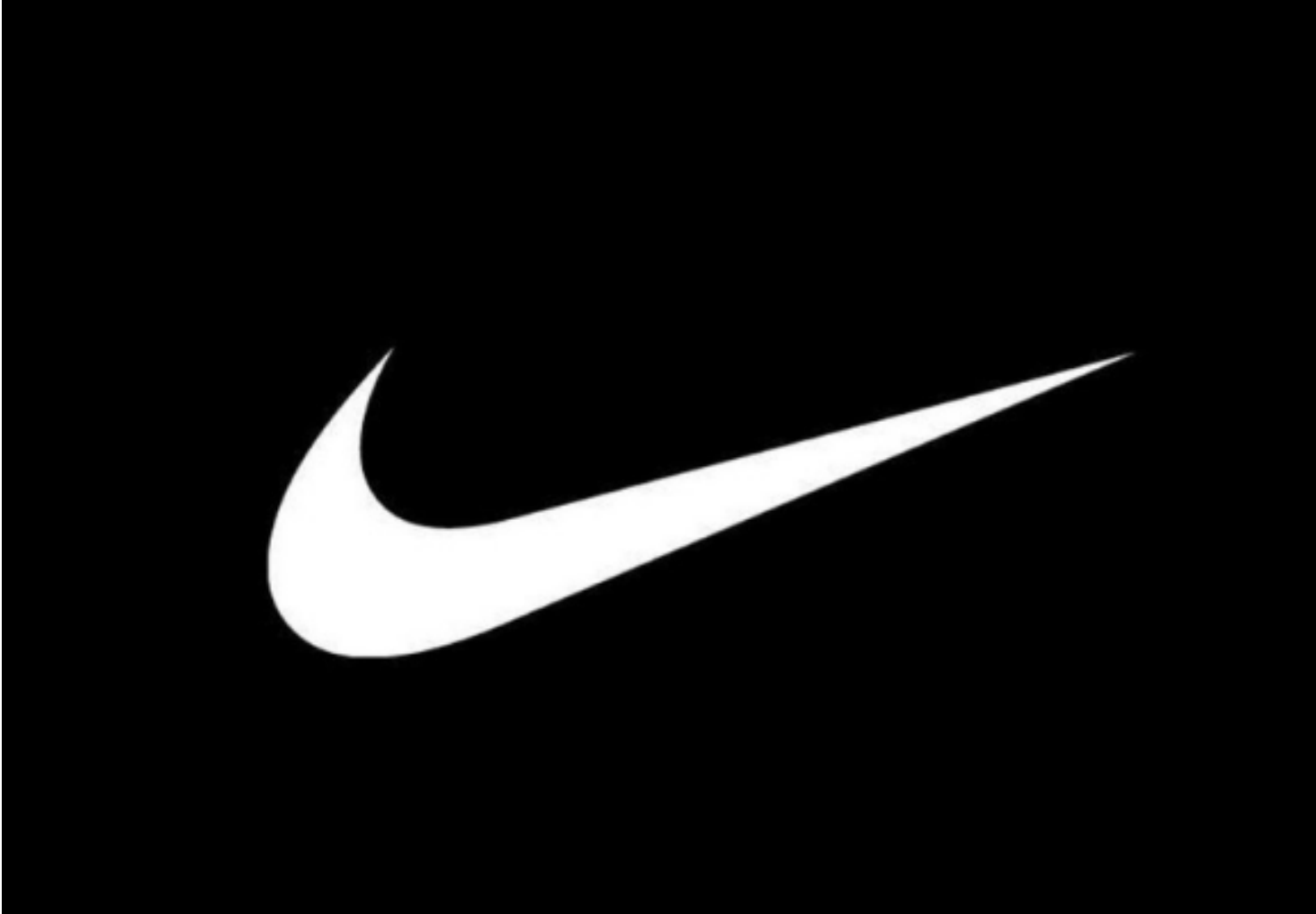
In business, **TRUST CREATION** is the fundamental goal of a branding design

A brand is the intersection of experience and expectation

Small Group Activity













Tom Peters: The Brand Called You

“You are the CEO of your own company and your most important job is to be the head marketer for the brand called You....

It’s this simple: You are a brand. You are in charge of your brand.”

What is a personal brand?

What makes you different

Your behaviors that reinforce the story

Everyone has a brand

– even if you aren't managing it...

Why bother?

Establish credibility

Gain expertise status

Advance career

Continuously build self-confidence

Perception is reality

Everything in life should be slightly aspirational

Be authentic

If you don't say it, nobody else is going to either

START NOW

Make 2 Lists

List #1

The words that you think currently describe you as a leader and public health practitioner.

List #2

The words you WANT people to say.

Your homework: Compare the two lists. Where are they different? How are you showing up for people?

Using these lists, revise you elevator pitch, audit social media, your position/status at work, etc.!

Personal Mission Statement

A meaningful personal mission statement contains two basic elements.

The first is what you want to do – what you want to accomplish, what contributions you want to make.

The second is what you want to be – what character strengths you want to have, what qualities you want to develop.

Thank you

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