

~~ Quick Overview: Personal Branding Starts With Me ~~

Company Branding differentiates one entity from another and the brand equity of each company determines the position, stature and relevance it has in the eyes of the public and consumers. However, one of the key components of company branding and delivery of its brand promise and standing is **the company's people**. Their collective faith, trust, shared vision and motivation will have a great impact on the company performance. Likewise the sum of each person's personal branding collectively makes up the company brand culture.

Personal Branding thus plays a significant part to reflect a company brand culture – about being distinctive and standing out to make a good difference. In a world where there is so much sameness and copycats, distinctive branding increases visibility and credibility. It's where **Purpose** (Meaning), **Productivity** (Effectiveness) and **Passion** (Excellence) meet.

People who understand the importance of and build personal brand equity, invariably help project their company or organization's image. By discovering the real you and what you're best suited for, you will consistently do your best at work. Result: Professional career development that boosts the company's image and productivity!

Taking a tip from Steve Jobs: *“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is love what you do.”*

Personal Brand Equity is all about **“Making a Difference – Internally and Externally”**.

“Make way – the real YOU coming through” *(Discovering the real YOU)*

{ } 1. Introduction: What is Branding in Ten Minutes or More?

*“A product is something that is made in a factory;
a **brand** is something that is bought by a consumer.
A product can be copied by a competitor; a **brand** is unique.
A product can be quickly outdated; a successful **brand** is timeless.”*
(S.King, WPP Group)

→ Name, Brand and Power Brand

- Name - when customers are aware of what you _____
- Brand - distinctive _____ proposition, coupled with consistent delivery, leading to customer loyalty and willingness to pay a premium
- Power Brand - all the brand basics *plus* _____ and _____

→ **What do *Power Brands* do well?**

- They select a competitive positioning and brand personality
- Then live that positioning and personality in everything they do, every moment of truth, not just Advertising
- And they do this _____ over time

→ **A Brand Positioning Remains A Set Of Words Until...**

- Everyone who works in the company can _____ what the brand stands for
- Everything the company does exemplifies what the brand stands for, it's in your blood & DNA
- The consumers sense an unconscious _____ with what the brand stands for ... and eventually ...
- The brand doesn't *stand* for something: it just is

→ **Testing 1, 2, 3, 4**

What comes to your mind (quick)?

- Disney _____
- Volvo _____
- Nike _____
- MacDonald _____

→ **The Components of Strong Company Branding**

- **Old school:** $S = P \times D \times AV$ (by Peter Doyle)
Where Strong brand = Product/service benefits x distinct identity x added value
- **New school:** Strong brand is a cluster of strategic, dynamic, cultural experiences delivering authenticity, coherence and involvement with the community of people

→ **Tip from Scott Ventrella ("Me, Inc")**

... The healthiest, most successful companies – like the ones listed in *Fortune Magazine's* "Best companies to work for" survey every year – are the envy of everyone who doesn't work for them because they insist on being exceptional instead of merely good enough. They offer flexibility; foster a fun, creative workplace environment; are ethical, family oriented, socially responsible; know what they're about; and treat their people well.

... It's time to start treating your life like it's your own business.

... You can use the best techniques from business to obtain clarity, create change, achieve fulfillment, grow relationships, and reach goals in your personal life.

→ **Action: What Does This Mean For You?**

{ } 2. What's Personal Brand Equity?

“Self-branding is a way of thinking and doing to help you take back control of your destiny and create positive perceptions for the brand YOU. It isn't just about self-promotion (though that will be a result). Self-branding shows you how to maximize your assets in a way that will benefit both you and the company. You'll be able to perform better and be more effective by thinking strategically in terms of markets and needs. You'll harness soft power through 'packaging' a compelling visual identity and verbal identity. You'll learn how to differentiate yourself so that you are relevant and memorable.”

(Catherine Kaputa, “U R a Brand”)

→ Action: What Does This Mean For You?

→ Be You .. Be Special .. Be a Brand (“It's a Brand You World”)

- Are you a Commodity or a Celebrity?
- The more things are similar, the more important the differences
- Sample comparison

<i>From: A Product (Now-You) → → → →</i>	<i>To: A Brand (New You)</i>
1. Has to be sold	1.
2. Creates no attachment	2.
3. Has low visibility	3.
4. Is a commodity	4.
5. Becomes outdated	5.
6. Has low price	6.
7. Is of low interest	7.
8. Is static	8.
9. Is forgettable	9.

“With branding, you learn how to look at yourself as a product in a competitive framework. Branding is the process of differentiating that product – YOU – from the competition and taking Action Steps to get where you want to go.”

(Catherine Kaputa, “U R a Brand”)

→ Let's Face It

- You are already a brand
- In everything you do, you are branding yourself
- But if you are not aware (conscious), it may not be the brand you want
- Move away from what you want to say and do; ask: what reaction do you want from your target market?

→ **Quality-of-Life Index**

Come up with a number representing your current quality of life: _____

- How satisfied are you with the way you are currently living your life?
- The danger in life is not aiming high and missing; but, aiming low and hitting!

“We must be the change we wish to see in the world.”

(Mahatma Gandhi)

→ **Cost of Inefficient Living (COIL)**

- What if you don't change – you can go out of business – what wastages / leakages?
- What would that be? What areas are neglected? Or are draining your “battery”?
- Think about an area of your life that you've been meaning to improve – your career, your physical health, your spiritual life, or your family relationships. Go through the list below to determine your COIL. Make notes. What toll is your current life costing you?

1. Financial costs: _____

2. Opportunity costs: _____

3. Lost-time costs: _____

4. Relationships costs: _____

5. Emotional costs: _____

6. Physical costs: _____

→ **Convergence:**

This is where **Purpose** (Meaning), **Productivity** (Effectiveness) and **Passion** (Excellence) meet.

“Work gives meaning to our lives.

It influences our self-worth and the way we perceive our place under the sun.

Being great at what you do isn't just something you do

for the organization you work for – it's a gift to yourself.”

(Robin Sharma, *The Greatness Dude*)