

Power of Personal Branding: *Unlock Your Potential*

Dr. Mumcu | University of New Haven



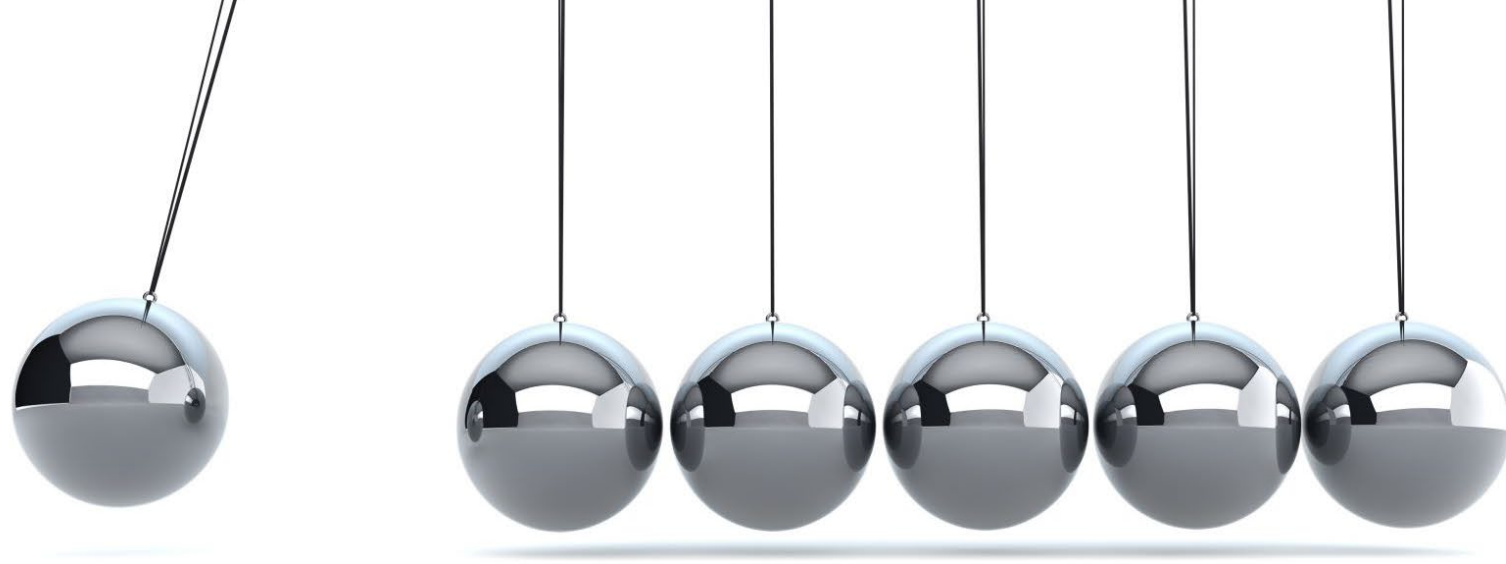
WHAT IS PERSONAL BRANDING?

Personal branding is the ***deliberate process*** of ***promoting and developing*** an individual's ***unique identity, reputation, and the value they bring.***



Why important?

BENEFITS



Forces you to clarify your unique value proposition



Positions you as a thought leader



Fuels professional and personal development



Boosts your chances of being seen by employers: visibility and credibility



Increases exposure to job opportunities

OPRAH WINFREY

VALUES & ATTRIBUTES: Authentic, Empathetic, Ability To Relate With Others

tone: Authentic, Honest, Smart

STRATEGY: Share your joy, sorrow and journey with others to empower others to embrace their stories.

The Oprah Winfrey Show – used as an educational platform... interviews, philanthropic segments

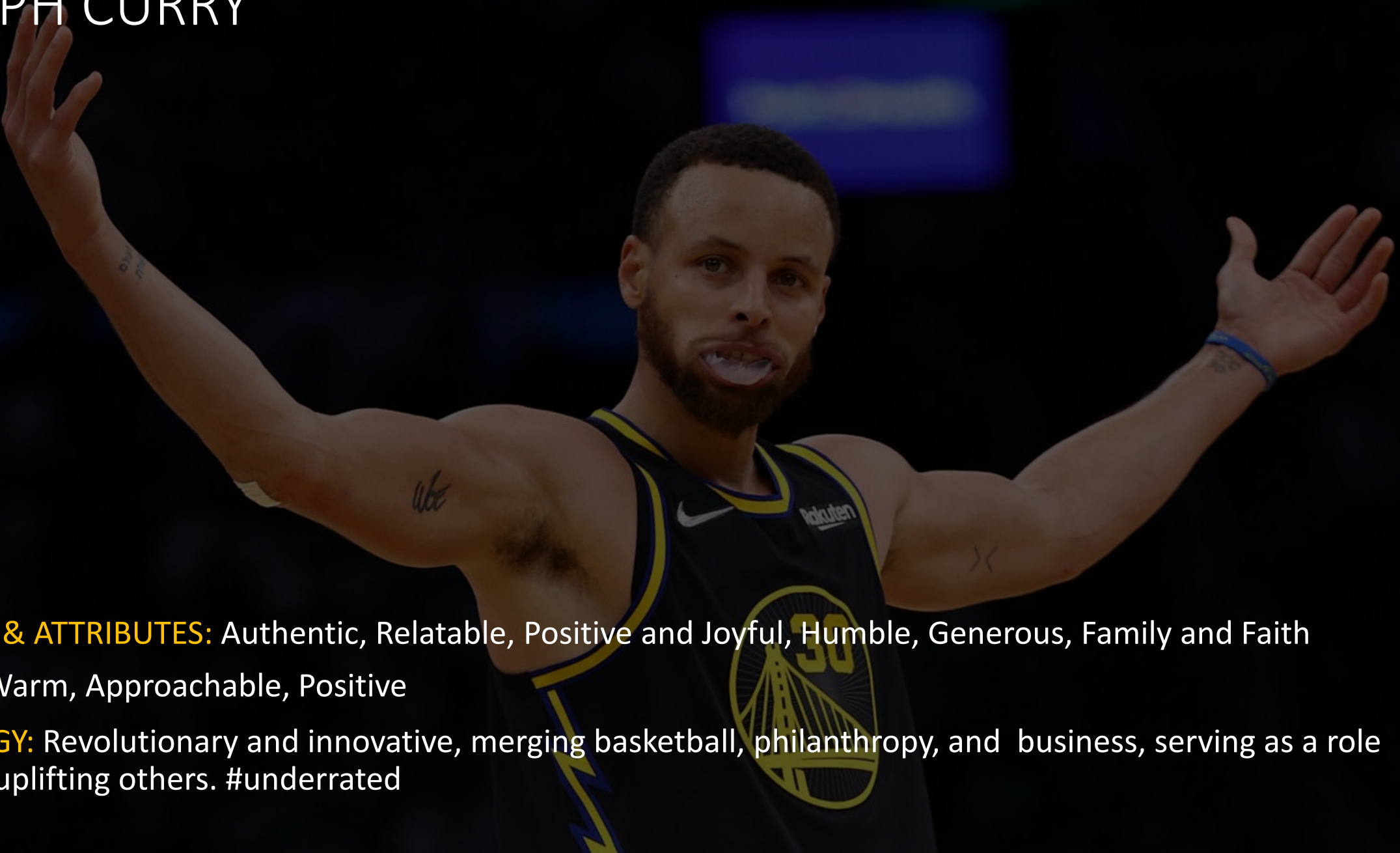
GARY VAYNERCHUK

VALUES & ATTRIBUTES: Strong Entrepreneurial Spirit, Bold, Visionary, Ability to Execute (and FAST)

TONE: Energetic, Unfiltered, Authentic, Controversial

STRATEGY: Help ordinary people succeed... Utilizes social media to engage and listen.

STEPH CURRY

A photograph of Steph Curry in a Golden State Warriors jersey, number 30, with his arms raised in celebration. The jersey is blue with yellow accents and features the Nike logo and the word "Rakuten". The background is dark and out of focus.

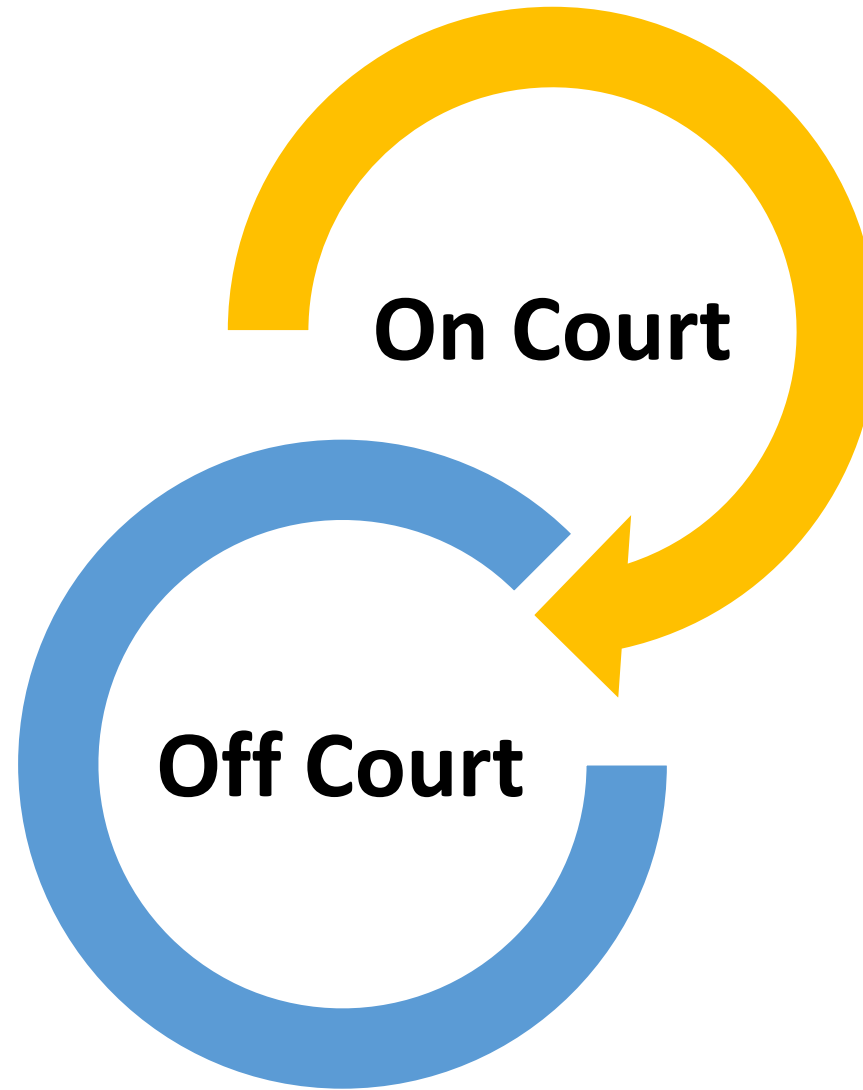
VALUES & ATTRIBUTES: Authentic, Relatable, Positive and Joyful, Humble, Generous, Family and Faith

TONE: Warm, Approachable, Positive

STRATEGY: Revolutionary and innovative, merging basketball, philanthropy, and business, serving as a role model, uplifting others. #underrated

Holistic Brand

Physical attraction*
Body condition*
Lifestyle*
Personality*
Cultural Background*
Social Responsibility*
Role Model*



Effort*
Style of Play*
Achievement*
Impact
Skill
Fair-Play

A wooden desk with a notebook, glasses, a pen, a smartphone, and a cup of coffee. The notebook is open, showing a grid pattern. The text "BUILD YOUR PERSONAL BRAND" is written on the notebook. The word "BRAND" is spelled out with wooden blocks. The background is slightly blurred, showing a smartphone, a pen, and a cup of coffee.

BUILD YOUR
PERSONAL

BRAND

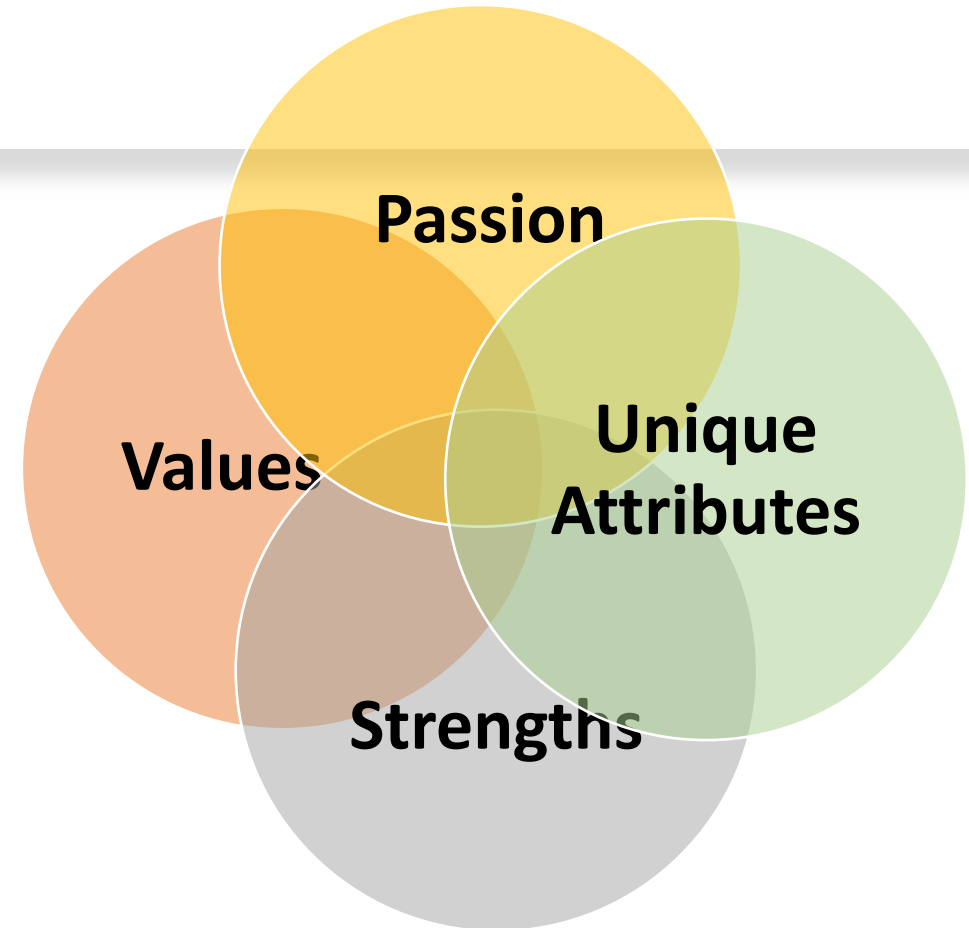
Step 1: Self Discovery



Identifying your core values, passions, strengths and unique attributes.



Align personal values with professional aspirations.



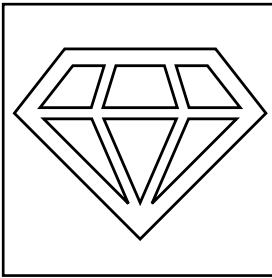


Activity: Self-Discovery

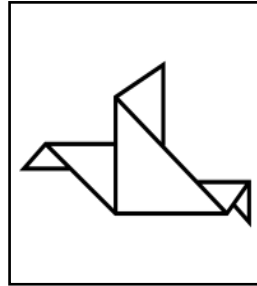


1. What are your values?
2. What are you passionate about?
 - What do I love?
 - What is it that gets me out of bed?
 - If I wasn't doing x, what would I be doing? Why?
3. Reflect on your strengths and unique skills.
4. What do you want to be known for?

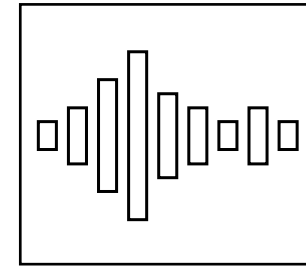
Step 2: Define Your Brand Identity & Value Proposition



Identify your Unique Value Proposition (UVP)



Craft a personal brand statement



Develop a consistent brand voice, style and visual identity



Jay-Z is hip hop's CEO.



John Urschel is football's mathematician.

A Brand Name to Remember

Tips for Crafting a Brand Statement

-  Ask Yourself: What do I love? What gets me out of bed? What would I like to do? Why?
-  Ask Yourself: What is the competition doing to stand out? What is missing in my profession? How can I make a name? Are there stereotypes? If so, can I break them?
-  Ask Yourself: Is my sport/industry evolving? How can I become a face of that? Is society looking for a fresh voice in an area I am passionate about? How can I use my platform to align myself with the movement?

What is your story? Your goal is to figure out where you fit within the industry/landscape.

Tips for Crafting a Brand Statement

- [👤] Be clear and concise - your statement should be easy to understand and remember
- [👤] Focus on your unique value proposition - what sets you apart from others in your field?
- [👤] Be authentic - make sure your statement reflects your true self
- [👤] Tailor your statement to your target audience - what are they looking for in a professional like you?
- [👤] Communicate who you are, what you do, and how you make a difference

*The frame of reference: **The professor...***

*Point of differentiation: **...who used to be a professional basketball player.***

Example Brand Statements

"I am a creative problem-solver who is passionate about using technology to drive innovation. I believe that technology has the power to transform the way we live and work, and I am committed to leveraging it to create positive change."

"I am a results-driven marketing professional who specializes in developing targeted campaigns. My approach is data-driven and customer-focused, and I am dedicated to delivering measurable results for my clients."

"I am a dynamic leader who is committed to empowering teams to achieve their full potential. I believe that strong leadership is about creating a culture of trust, collaboration, and accountability, and I am passionate about helping organizations achieve their goals through effective teamwork."

⚡ *Activity: Your Unique Value Proposition*



1. What makes you stand out from others?
 - It's that special something that only you can offer.
2. Identify what makes you different from others in your field and develop a clear and concise statement that communicates your UVP.

Craft your personal brand statement!

The frame of reference:

Point of differentiation:

Step 3: Storytelling for Impact

- 🔑 Reflect on your journey and the experiences that have shaped you.
- 🔑 Consider the challenges you've faced and the decisions you've made that have led you to present.
- 🔑 Think about the values and beliefs that guide you, and the unique qualities that make you stand out.

*Once you have a clear understanding of your story, begin crafting it in a way that engages **your audience**.*

KEY ELEMENTS:

- 🔑 A clear beginning, middle and end
 - 🔑 A relatable protagonist (YOU)
 - 🔑 A conflict or challenge
 - 🔑 A decisive moment that transformed you
 - 🔑 A happy ending
-

⚡ *Activity: Your Brand Story*



Believe in something.
Even if it means sacrificing everything.

 Just do it.

Tell us your personal brand story!

1. Use vivid descriptions and sensory details to bring your story to life.
2. Highlight the moments of transformation and growth that have made you who you are today.

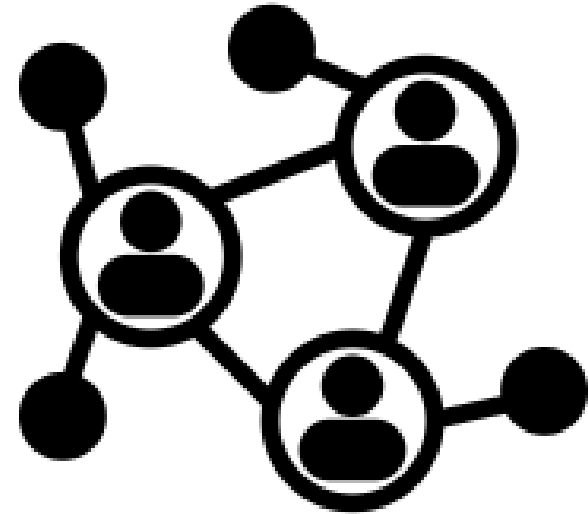
Step 4: Build an Online Presence



- 🔑 Use your name consistently – Full name, first initial etc.
- 🔑 High quality professional headshot
- 🔑 Concise, clear summary statement: personal brand statement
- 🔑 Manage your social networks – keep your personal life private
- 🔑 Share your expertise: blog posts, LinkedIn articles
- 🔑 Create an online portfolio
- 🔑 Be consistent and authentic

Step 5: Network & Build Relationships

- 🔗 Build relationships within your industry
- 🔗 Collaborate with others
- 🔗 Provide value
- 🔗 Share your expertise
- 🔗 Offer a helping hand and seek help
- 🔗 Learn from others
- 🔗 Stay in touch
- 🔗 Attend conferences, networking events, industry gatherings



Be
Authentically
You

***Building a personal brand is a long-term investment
in yourself and your future.***

- ✓ Define Your Vision and Values
- ✓ Have Clarity
- ✓ Demonstrate Consistency & Constancy
- ✓ Embrace Authenticity
- ✓ Remain Adaptable
- ✓ Evolve Continuously

Start today and watch your personal brand flourish!