



# Personal Branding

## *A Powerful Leadership Enabler*

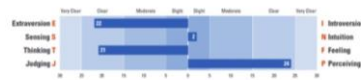
Whole of Health Program  
28<sup>th</sup> November 2017



# My Journey



Myers-Briggs (MBTI)



ENTP



Insights





# Agenda

	Time	Topic
Session 1	1:45pm – 2:00pm	Introduction
	2:00pm – 2:10pm	Executive Presence
	2:10pm – 2:20pm	Personal Branding Introduction
	2:20pm – 2:40pm	Networking
Break	2:40pm – 3:00pm	Networking In Action
Session 2	3:00pm – 3:15pm	Feedback on Networking In Action
	3:15pm – 3:30pm	Storytelling, Neuroscience & the Dramatic Arc
	3:30pm – 3:45pm	Storytelling Self Assessment
	3:45pm – 4:00pm	Personal Branding Process
	4:00pm – 4:15pm	Personal Branding Homework – Self-Inventory
	4:15pm – 4:30pm	Q&A

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# Executive Presence



# Presence is felt

*Once you walk into a room*





# Gravitas

*You have an elegant way of approaching, engaging and getting to know others*

*You are perceived as important, valued & respected*

*You smile, maintain eye contact & always make people feel important & hopeful*

*People want to build a relationship with you*

*You are social, well read & share fresh perspectives*

*You positively impact others and those around you immediately*

**image here**

*You ask timely, relevant & thought-provoking questions that ignites a dialogue*

*You always leave message that people remember*

*You relate equally well to different people regardless of hierarchy*

*People are curious to know more about you*

*Presence is felt once you walk into a room*

*You share & create opportunities for others*

*You inspire; you are likeable & trustworthy*



# Personal Branding

## *introduction*





# It's more than a job title!

**What do people say about you  
when you leave the room?**

It should evoke your purpose in life,  
what you want to accomplish,  
and the impact you want to have on  
others.







# Assume, someone is always watching!

- Every impression counts & stuff sticks!
- Dress, verbal/non-verbal communication, attitude, “presence” in meetings etc
- It all makes a difference





# Networking



# Benefits



Develop strong **interpersonal skills**  
Increase your **brand awareness**  
Discover **hidden possibilities** others have to offer



# Be Yourself!

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here

It's about **relationship building**

Don't try to be the person you think others want to meet

Be **genuine**

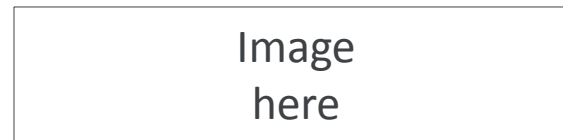


Feeling out a new organisation?  
Learning about other projects?  
Scoping out talent?  
Meeting specific people?



# Be Ready

*to describe what you're all about*



Tailor it to the event

1 to 3 sentences

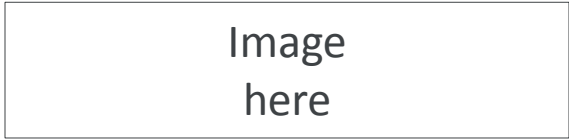
Why should they care?

Align with your personal brand



# Introduce yourself

*to the host*



The host is likely to be a great connector of people

Ask for some introductions





# Engage

*With open and confident body language*

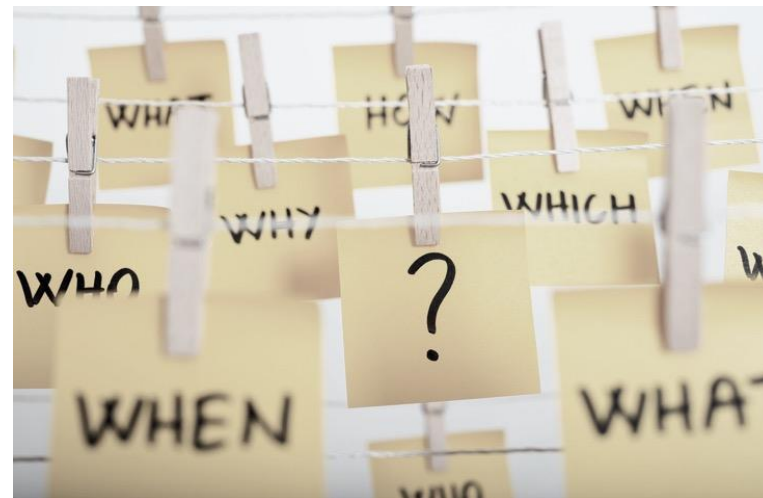


- A firm and welcoming handshake
- Open torso with uncrossed arms
- Head & chest up
- Shoulders pulled back
- Expand your body to take up space
- Keep eye contact
- Nod your head & tilt your body towards them
- Smile at people walking by



# Ask easy questions

*but not the obvious ones*



Be curious & use open ended & high gain questions

The only closed question to be asked is:  
*"May I join you?"*



# Don't hijack conversations



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- Avoid overcompensating for nerves by commandeering the discussion
- Successful networkers make other people feel special
- Look them in the eye, repeat their name and listen



# Help others

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A giver mentality results in authenticity & confidence.

Develop a sincerity in your giving nature without expectation of something in return



# Quality, not Quantity

*Don't spread yourself too thin*

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here

## **Don't spread yourself too thin**

- Remember your goals
- Meaningful dialogue

**Do** set a time limit to avoid staying in your comfort zone



# After great conversations



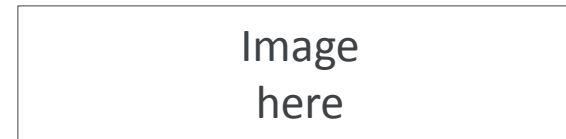
Helps you be more specific in your follow up.

Get in touch within 48 hrs of the event and reference something you discussed.



# Practice

*so it becomes natural & second nature*



Displaying a **confident body language**

Making a **positive first impression**

**Handshake**

**Conversation starters**

Tailoring your **elevator speech**





# Networking in Action

**20mins:** over the break

- Meet one person you don't know
- Find out something interesting about them
- Be prepared to share after the break

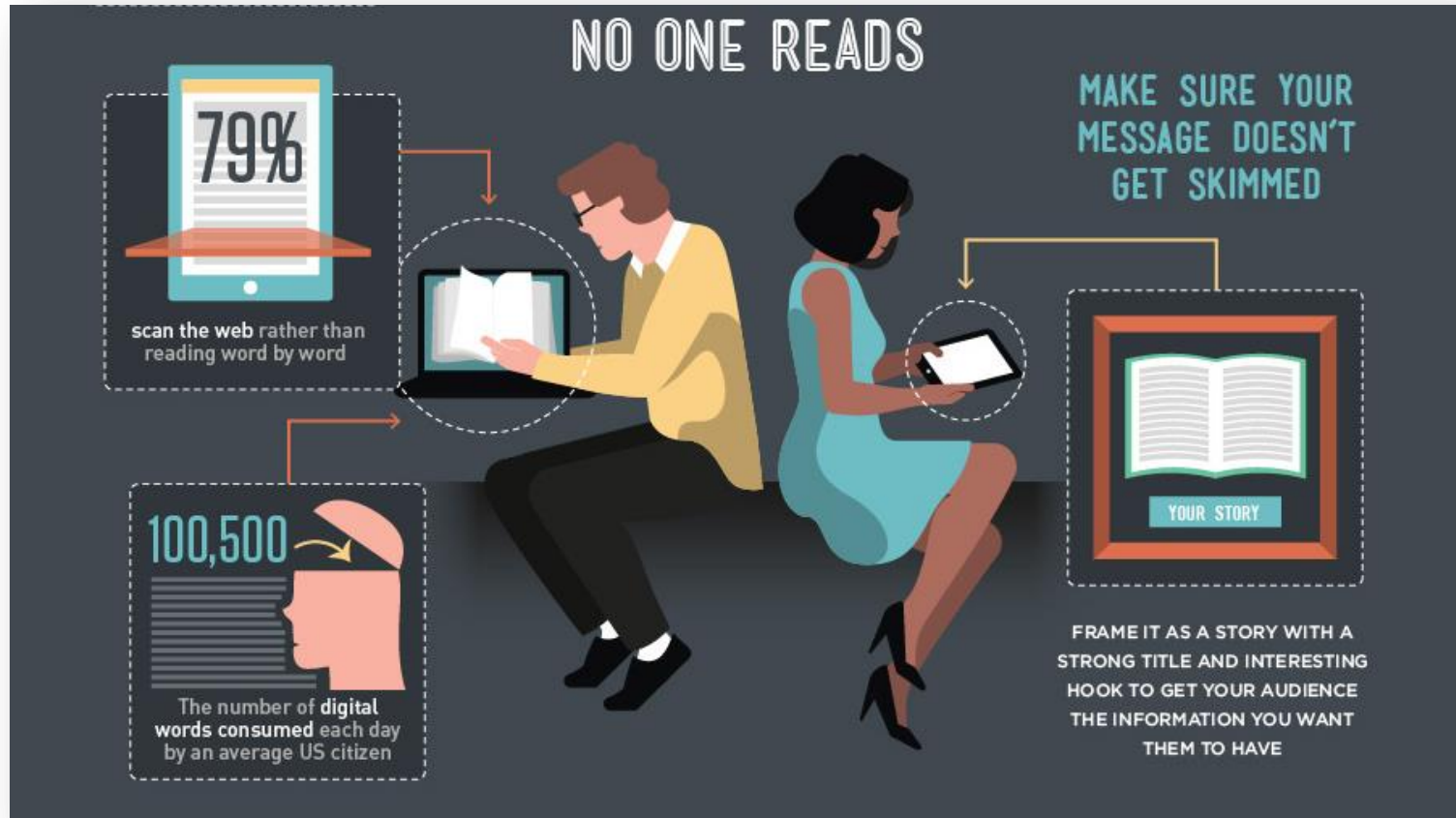


# Storytelling





# 34 Gigabytes Daily!





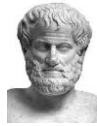
# Fierce Competition for Share of Mind



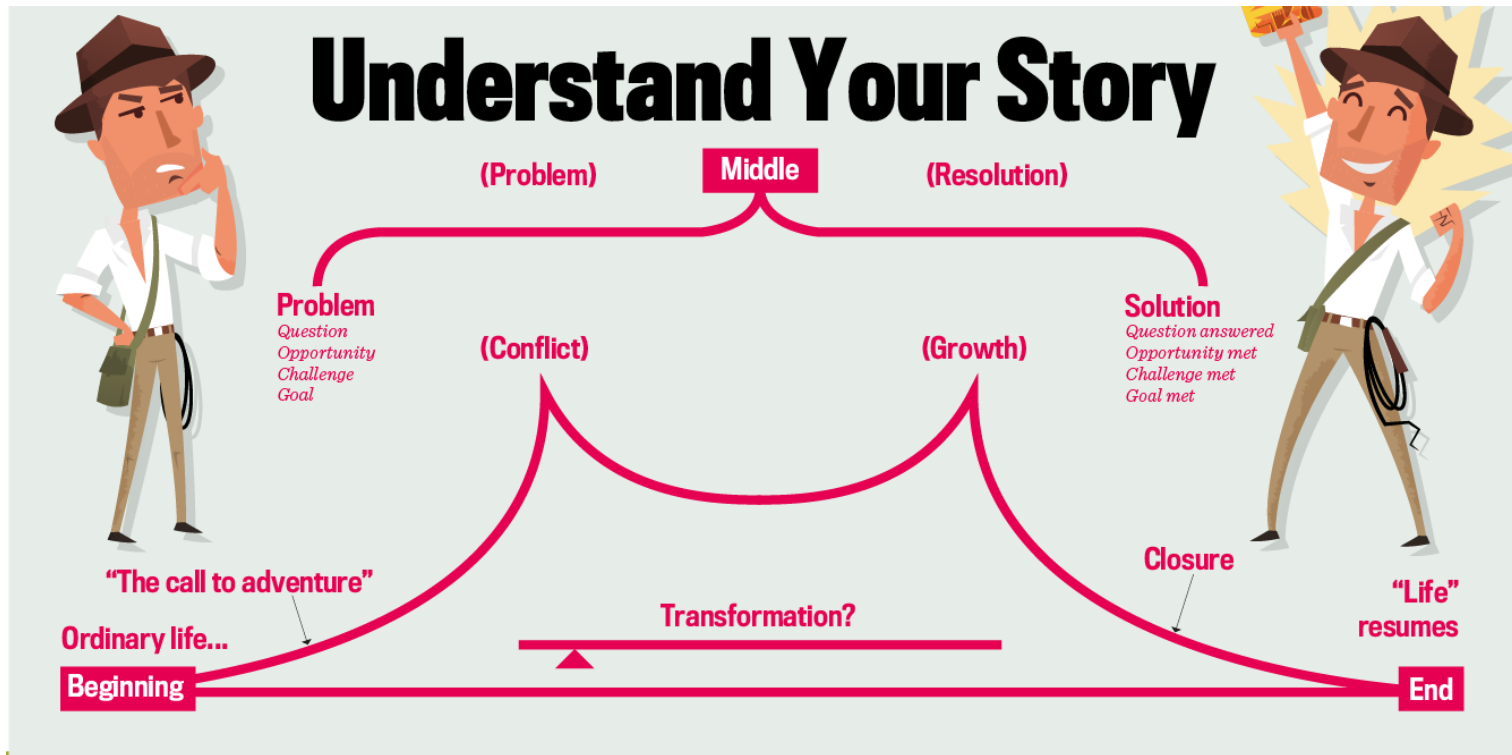


# Need Cut-Through





# The Dramatic Arc





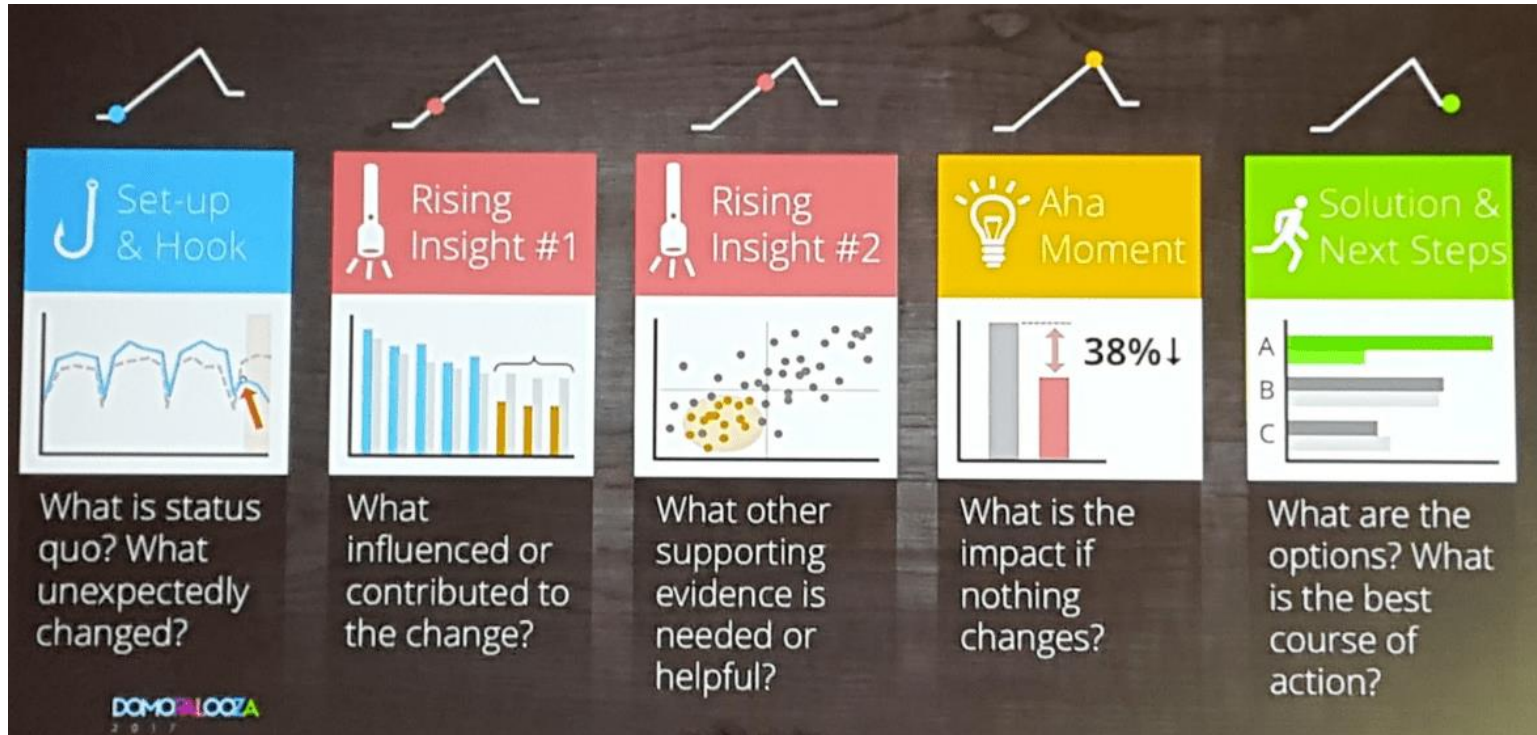


# The Dramatic Arc





# Make Your Numbers Talk



*"Stories are just data with a soul"* Dr Brene Brown, University of Houston



# 8 Tips for Compelling Data



Start with the ending



Don't let (irrelevant) facts get in the way



Use the active voice



Tighten up & cut unnecessary words



Spice up facts with opinion



Use the correct tense



Revise and edit



Summary sense check

Change numbers. Handout with the detail to be included



## Storytelling in Action

**10mins:** individual action & table discussion

**5mins:** report back to wider audience

- Apply the “*8 Ways to Turn Data Into Compelling Tales*” to your report or presentation
- Rate yourself out of 10 for each tip
- Share with your table
- Be prepared to share with wider audience



# Personal Branding

*the how*



# Recognise Where You're Starting

- Conduct your own “360 interviews”
- Examine your online presence
- Seek out patterns in past performance evaluations





# Determine your Brand Attributes

- Ask yourself
  - What are my strengths?
  - What am I already known for?
  - What am I passionate about?
  - What would I really like to accomplish in my life?
  - What am I truly good at?
  - What contributions can I make?
  - How do I define success? What does success mean to me?
  - What do I want my legacy to be?
  - How would I like to be remembered?

Image  
here

## Explain the value you bring

*"I am a highly qualified, proven, results-driven executive you want my legacy to include mentoring young talent"*





# Reintroduce Yourself

- What are your touch points?
- Wardrobe
- Validators
- Go where the action is
- Shift your behaviour in small, tangible signals

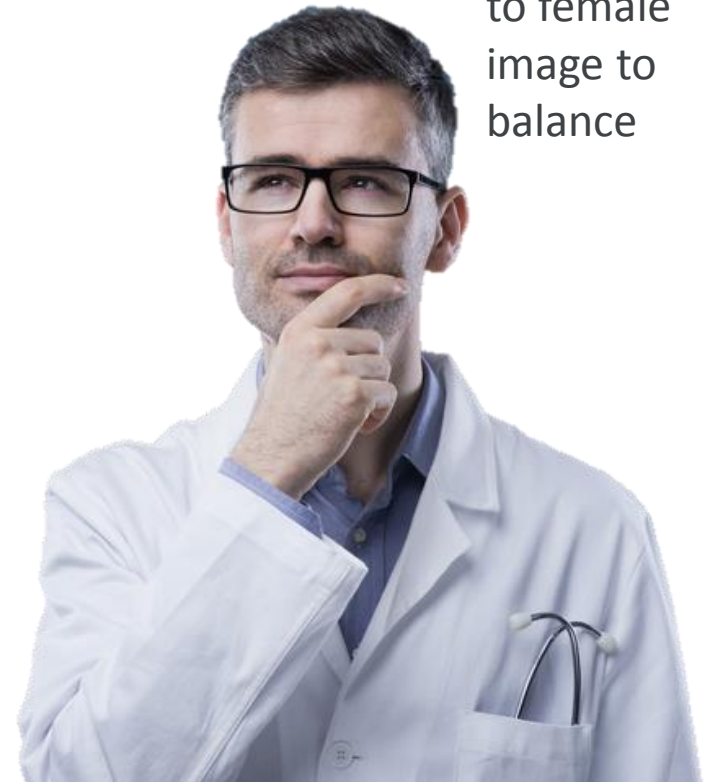




# Remember, it's a process

- It's a process, not a onetime activity, so keep monitoring
- Re-evaluate periodically
- Be consistent
- Your old brand/reputation never goes away
- If you're thoughtful about the process, your past experiences can add to and enrich your personal brand

Will change to female image to balance





# Thank You!



Carmen Byrne  
Executive Health Coach

## *Leadership Coaching with a Health Twist*

I believe that health and wellness are fundamental to personal and professional success and that current and future leaders need to take responsibility for creating a culture of wellness by setting the tone from the top.

*"We take better care of our smartphones than ourselves. We know when the battery is depleted and recharge it." Arianna Huffington*

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