

# Shaping Your Personal Brand for Today's HR Marketplace

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Metro Atlanta's Most Active Resource for Advancing HR Professionals



# Thank you Tom Peters!



# Tom Peter's Legacy

- Our personal brand provides a context for our choices, actions, decisions, responses
- It enables us to understand and influence
  - the opportunities we are offered
  - the challenges we are perceived up to
  - the level of trust extended to us

# Your Brand



Is your unstated promise  
of what others can expect from  
you  
to fulfill their needs,  
solve their problems



# Brenda



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# Brenda's Brand

Brends is a likable, reliable, fair minded rock that always gets the job done



# Brand Anchors

- Catalogue of mental “snapshots and sound bites”
  - Feelings add color and tone
- Repeated experiences create a brief video

# Anchors Morph Into Attributes

## Brenda's Brand Attributes

People person

Adventuresome

Traditional

Truth teller

Sincere

Hard working

Trustworthy

Expert

Today focused

Caregiver





# Target Audience



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Brenda

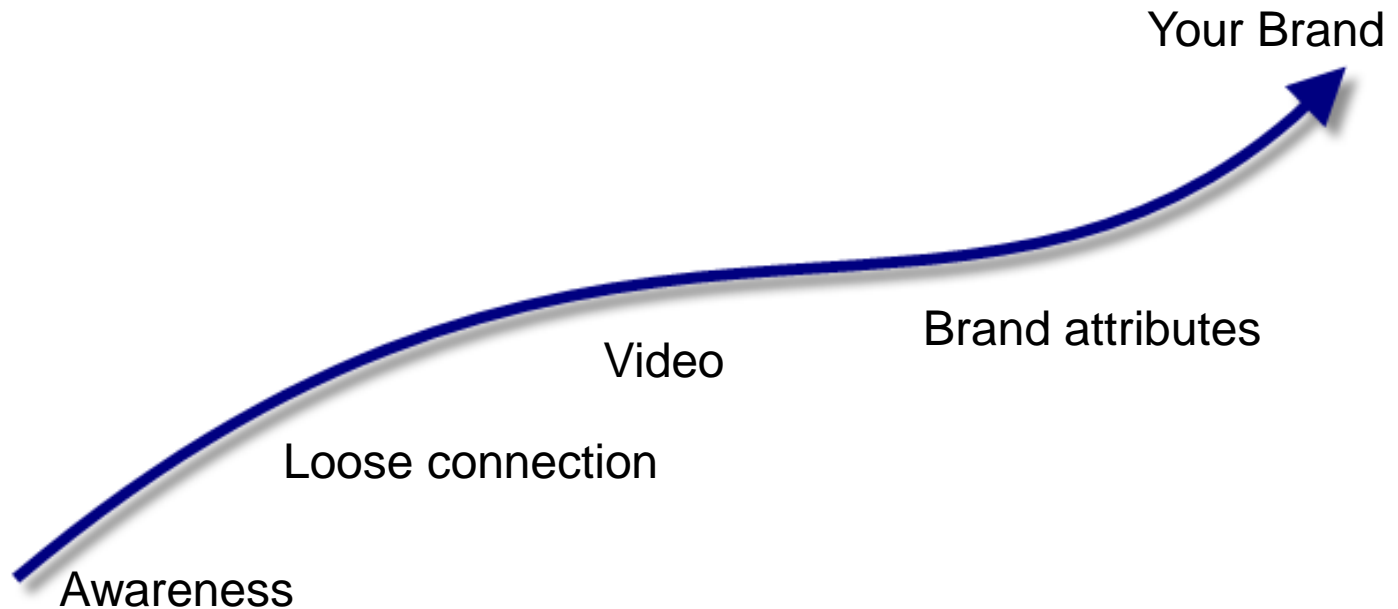


# Change the Snapshots and Sound Bites

- Focus
- Communications
- Relationships
- Problem solving
- Mastery
- Curiosity
- Stress Management
- Self Care



# Consistent & Persistent Interaction



# Brenda's Personal Branding Statement

Experienced, capable HR professional, who combines her natural interest in people and technology to collaboratively develop business focused HR solutions supported by cost saving systems.



# Brenda's Current Brand Attributes

People person

Adventuresome

Traditional

Truth teller

Sincere

Hard working

Trustworthy

Expert

~~Today focused~~

Caregiver

*Sees bigger picture*

*Tech savvy*

*Collaborative*

# Resistance Brigade<sup>SM</sup>

Tommy- It's Too Hard

Ida -It's nothing if I can do it

Never Brag ~Nat

# Outwit the Resistance Brigade<sup>SM</sup> With Curiosity



# Detractions



- Create negative snapshots & sound bites
- Alter Our Perspective



# Damage Control Broken Promises



# Damage Control

## Dark Side of Brand Attributes



# Damage Control

- Own the issue
- Draw out lessons learned
- Demonstrate how its been overcome
- Keep it in perspective

# Let's Practice!

- Intention
- Think about a success
- Write down 3-4 brand attributes
- Draft a personal branding statement

# Think about it

How would you describe your success so that you communicate the snapshots and sound bites that support your brand?

# Conveying Your Brand

- Share your story with the person next to you.
- Listeners at the end of the conversation describe:
  - the unstated promise conveyed by the story
  - 3-4 brand attributes you heard that support this
- Switch-Repeat

Branding is all about communication



# How it Happens

- Never actually communicate your branding statement
- Your brand is created by what your audience takes away from your choices, actions, decisions
- Consistency & Persistency

# Living Your Brand

- Keep copies of your branding statement in full view
- Consciously make choices that support your brand
- Stay current on the needs of your target audience

# Getting the Word Out

- Your marketing team
  - Keep your snap shots and sound bites current
  - Know what your team communicates about your brand

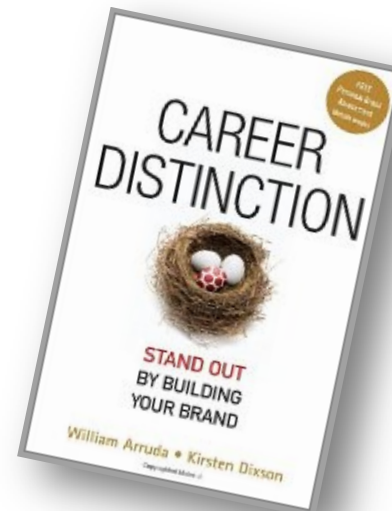
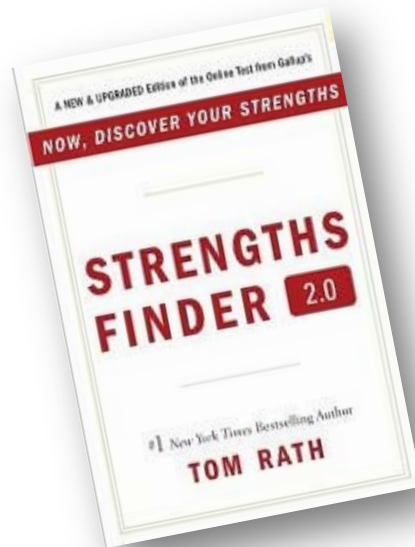


# Getting the Word Out

- Your marketing team
- Your advertising platform
  - Your Bio
  - Social media
  - E-articles
  - E-mails
  - Cover letter
  - Resume



# Resources



# Your Commitment

What actions will you take in the next 30 days to shape your personal brand?

# Enjoy Shaping & Living Your Brand

For questions or additional information

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