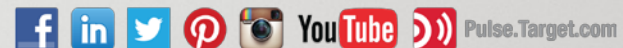


Your Personal Brand



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Take a quick assessment of the world around you.

Notice...

... that recognizable coffee mug people are carrying (which could be filled with a latte on every other corner)...
... those cross-trainers that people are wearing with the distinctive “swoosh”...
... that red bulls-eye on those innovative TV commercials...
... the fast food lunch bag with the golden arches...
... kids at the airport with “black ears” on their heads and character t-shirts coming back from spring vacation...

We’re branded, branded, branded!

- It is estimated that the average person in North America is exposed to more than 3,000 brand messages every day

It wasn’t even necessary to provide the answers for each of these because you knew it was

Starbucks

Nike

Target

McDonald’s

and Disneyworld!

Across all categories, research shows people are willing to pay 9-12% higher prices on average for a brand they know and trust compared to brands with which they may not be as familiar.

We live in a “branded” world, which is why we need to understand the importance of branding—not just in how it applies to our business but in how it applies to us as individuals. Each of us has a chance to stand out, improve our skills and become a worthy individual brand. That’s what this is all about!



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Today we will

- Understand that each of us projects a personal brand image – whether planned or not.
- Explore the components that help create a personal brand.
- Develop an action plan to further develop the brand called **“You.”**



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What is a Brand?

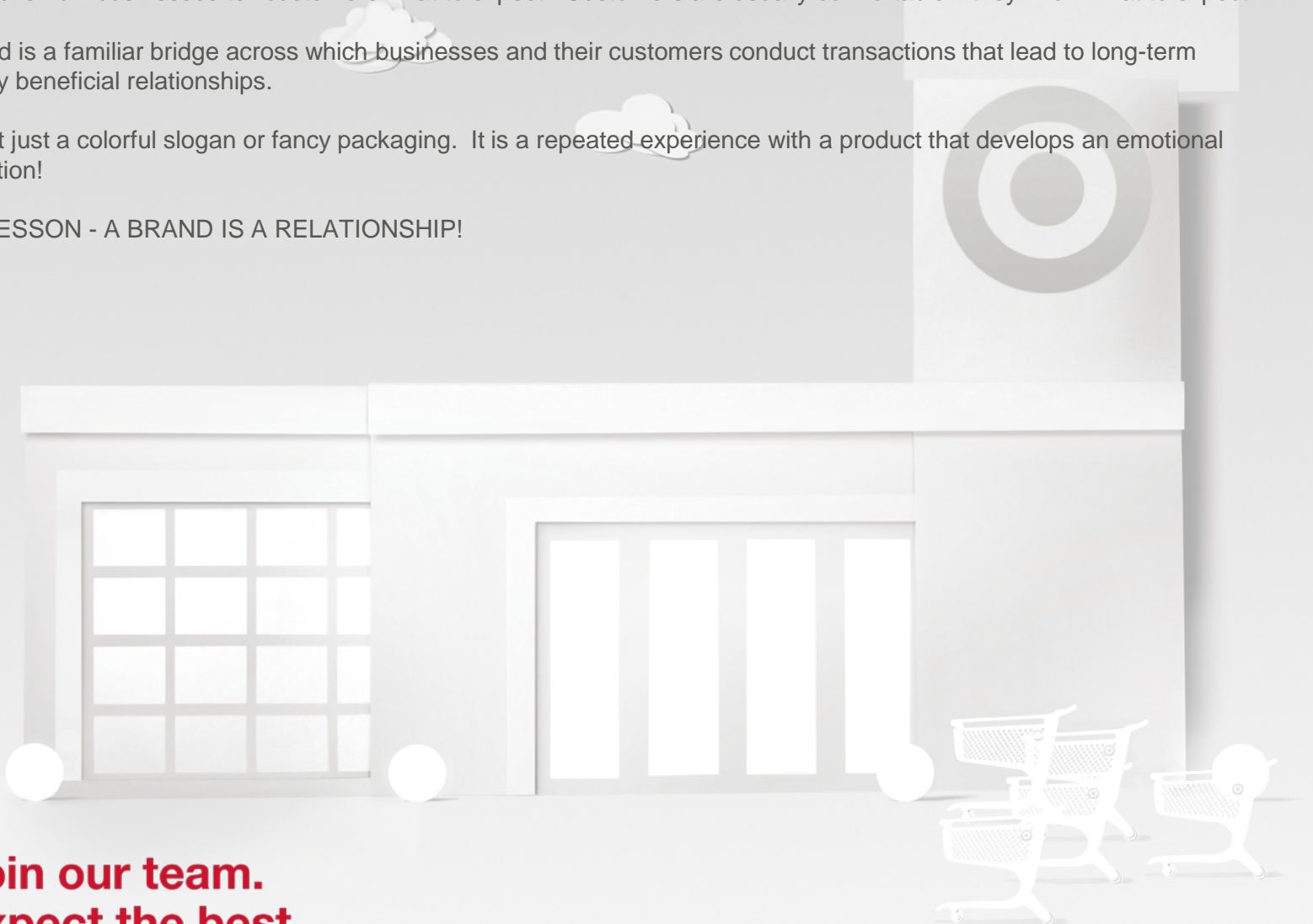
- A reflection
- An expectation
- A familiar bridge
- A repeated experience
- A relationship!



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So what is a brand?

- A brand is a reflection of the relationship an organization has with its customers, embodying that which an organization is committed to and for which it stands.
- A brand is how businesses tell customers what to expect. Customers are usually comfortable if they know what to expect.
- A brand is a familiar bridge across which businesses and their customers conduct transactions that lead to long-term mutually beneficial relationships.
- It is not just a colorful slogan or fancy packaging. It is a repeated experience with a product that develops an emotional connection!
- KEY LESSON - A BRAND IS A RELATIONSHIP!



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Three Truths About Brands

- Truth One: Brands **Cut Through the Clutter**
- Truth Two: Brands are **Good**
- Truth Three: Brands **Build Consumer Loyalty**



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Truth One: Brands Cut Through the Clutter

With hundreds of thousands of companies and products competing for attention these days, it can be tough for consumers to decide what to buy and where to shop.

Brands, however, stand out from the pack. They make it easier for people to find what they're seeking. They send a clear message that cuts through the clutter.

Truth Two: Brands are Good

Brands represent an implicit promise of quality, reliability, and value. As a result, consumers usually have a better opinion of these products and services and are often willing to pay a higher price to get them.

Truth Three: Brands Build Consumer Loyalty

Strong brands have strong consumer loyalty. That's because consumers know the brand will meet or **exceed** their expectations every time.

Put this truth to the test. What brands are you loyal to in the following areas:

Vehicle/Bike? _____

Jeans? _____

Fragrance? _____

Khakis? _____

Pizza? _____

Shoes? _____



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My Personal Brand Image

- Brand applies to people, too!
- Each of us have elements that create a personal brand image.

MY BRAND IMAGE IS...

- write down words that describe your personal brand image



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Brand applies to people, too!

Each of us have elements that create a personal brand image.

Think of someone famous. What is their brand, why are they recognizable?

Now think about your own brand image. Write down words that describe your personal brand.

Some food for thought – would others write down the same words in describing you?



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[Target.com/careers](https://target.com/careers)



Take a Snapshot

- Internal
- External

As we begin to look at the components of building a brand it helps to take an assessment of ourselves—both internally and externally.

An Inside Snapshot

- Personal awareness/ownership of your values
- Clarified personal vision—do you know what's important to you and have you set goals for where you want to go?
- Positive belief system—do you send “I can” messages to yourself and feel good about who you are and what you've accomplished?

An Outside Snapshot

- What brand image do you project with your:
- Facial expressions – do you smile or frown?
- Voice, tone and expression – are you sincere or sarcastic?
- Eye contact – do you look directly at others when speaking to them?
- Handshake – is it firm or like a cold fish?
- Body position and posture – do you stand straight, with your shoulders back and head up or slouch?
- Clothing and grooming – do you convey a sense of style – neatly pressed and clean?
- Friends/Acquaintances – do you associate with others that are viewed in a positive sense?



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Brand Image

- **Selling It!**
- **Selling Yourself**
 - Market Yourself
 - Remember “It All Matters”

*Every job is a self-portrait of the person who did it.
Autograph your work with excellence.*



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If you've taken a marketing class, you've probably heard about this model:

FEATURE yields benefits - Every feature of a product or service yields an identifiable and distinguishable benefit to the customer or client. This same model applies to brands as well.

Consider: The personal qualities that make you distinctive from your competitors or peers. What are you known for?

- What you do that adds remarkable, measurable, distinctive value (this goes beyond your job description)?
- What you do that you are most proud of?
- What you have done that you can brag about?
- What you do with your boss, peers, team members, your guests and others that benefits them?

Come to terms with your own **POWER**.

Influence Power - Making a significant contribution and having impact in your job/area you work.

Reputational Power - This is simply about credibility. Do you have a good reputation?

Getting and using personal power is an important part of growing your brand image. Which of these types of power do you rely on most heavily? What can you do to develop these further?

As you are defining your brand, consider how you will sell it—or market your brand.

- Market Yourself. Let people get to know you and what you stand for. Use “word-of-mouth” marketing. Sign up for extra projects, committees, task forces.
- Remember “It All Matters”- Everything you do and everything you choose not to do - communicate the value and character of your brand.

Demonstrating Your Brand, Means:

- Being a great team member and supportive peer.
- Being an expert at something that has real value.
- Being innovative as a leader, a teacher, a farsighted “imagineer.”
- Being a business person getting results.
- Being passionate and displaying a positive attitude.



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Personal Brand Inventory

Am I a Great Team Member?	No	Sometimes	Yes
• Would I like to work with someone like me?			
• Would I like to have a team leader like me?			
• Do I support others like they support me?			
Am I an Expert?			
• Do people know who I am?			
• Am I someone others seek out for advice or ideas?			
• Is my expertise known to others?			
• Do I continuously enhance my skills? Build on my strengths?			
Am I a Visionary?			
• Do I have a personal vision for my life?			
• Is it in synch with the values of Target Corporation?			
• Have I communicated that vision to others at work? Life partner?			
• Do I have high standards of myself and others?			



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Personal Brand Inventory

Do I get results?			
• Do others call asking me how I do what I do?			
• Am I the benchmark for my work area/pyramid?			
• Do I expect as much from myself as I do from others?			
• Do I model getting results everyday?			
Am I Enthusiastic?			
• Do I get excited out loud? Embrace each day? Hit the floor running?			
• Do I use a battery charger - seek out other positive people? Charge up others?			
• Do I see life as a kid and anticipate each day?			
• Is my attitude contagious? Is it worth catching?			



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Communicate Your Brand

- Use words that make others respond to you
- Drop words that tend to turn others away
- Use simple words
- Say what you mean
- Mean what you say



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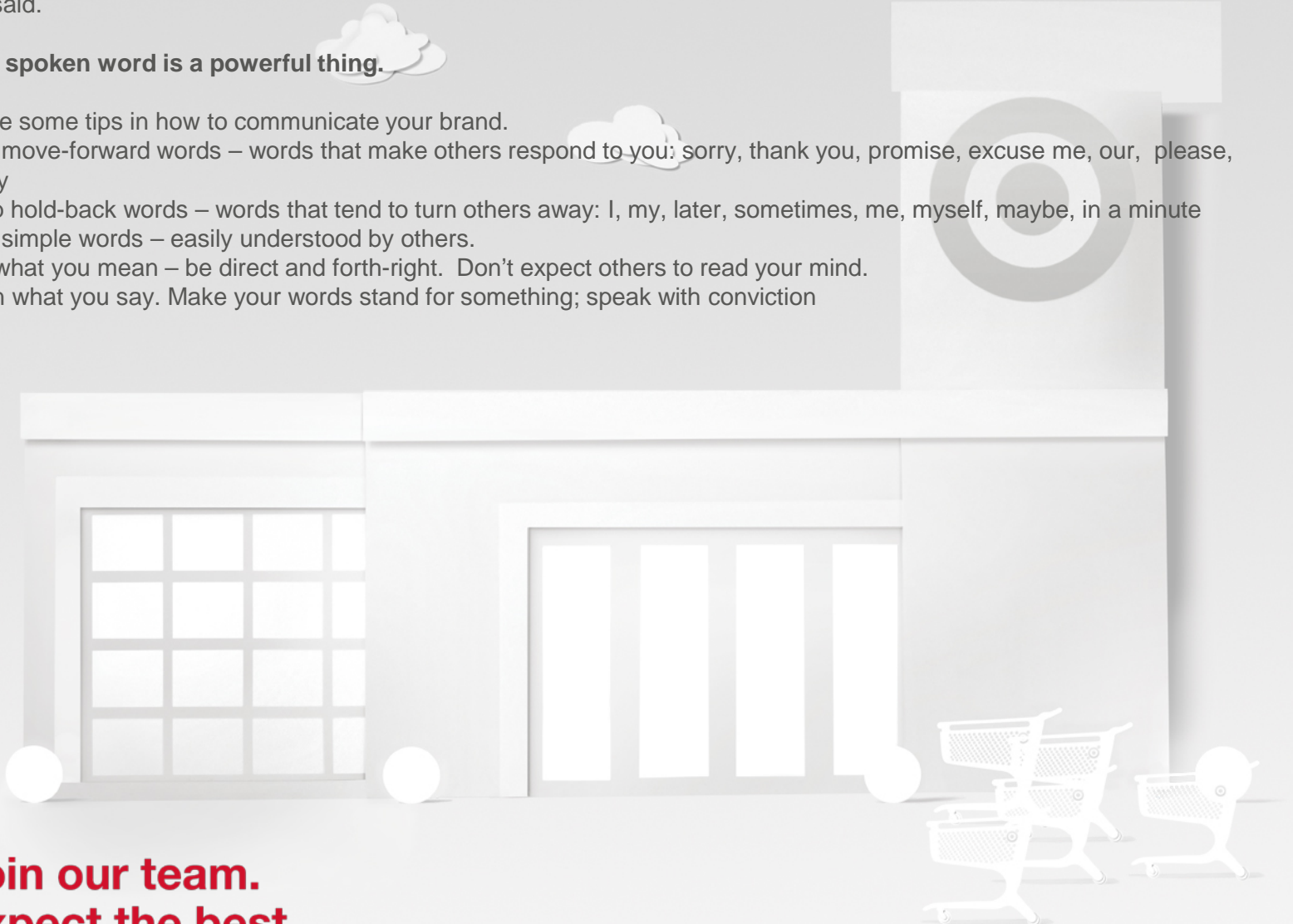
The words you speak and write can build or destroy your professional reputation and integrity. No matter how hard you work. . . no matter how much technical expertise you have. . . it takes solid communication skills to excel and be at your best.

Did you know that 97% of managers who admitted in a confidential survey that at some time in their careers they'd said something they wished could be taken back? That's probably not surprising—I'm sure we've all said something we wish we hadn't said.

So, the spoken word is a powerful thing.

Here are some tips in how to communicate your brand.

1. Use move-forward words – words that make others respond to you: sorry, thank you, promise, excuse me, our, please, certainly
2. Drop hold-back words – words that tend to turn others away: I, my, later, sometimes, me, myself, maybe, in a minute
3. Use simple words – easily understood by others.
4. Say what you mean – be direct and forth-right. Don't expect others to read your mind.
5. Mean what you say. Make your words stand for something; speak with conviction



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Common Characteristics of Leaders

- Charisma
- Individual Consideration
- Intellectual Stimulation
- Courage
- Dependability
- Flexibility
- Integrity
- Judgment
- Respects Others



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Great leaders display some common characteristics in their personal brand, including:

Charisma: Displays a special magnetic charm or appeal; possesses a gifted ability to arouse popular loyalty or enthusiasm.

Individual Consideration: Shares knowledge/information with people who need it. Actively listens and gives indications of listening. Helps newcomers.

Intellectual Stimulation: Encourages others to use reasoning and evidence, rather than unsupported opinion. Gets others to think about problems in new ways. Communicates in a way that forces others to rethink ideas. Creates action in others.

Courage: Willing to stand up for ideas even if they are unpopular. Does not give into pressure or to other people's opinions in order to avoid confrontation. Will do what's right for the company and team members even if it causes personal hardship. Doesn't shy away from risk and uncertainty.

Dependability: Follows through and keeps commitments. Takes responsibility for actions and accepts responsibility for mistakes. Works well independently of the boss.

Flexibility: Functions effectively in changing environments where a lot of issues hit at once. Handles more than one problem at a time. Changes course when the situation warrants it and knows when to compromise.

Integrity: Does what is morally and ethically right. Is a consistent role model and doesn't have hidden agendas.

Judgment: Reaches sound and objective evaluations of alternative courses of action through logic, analysis, and comparison. Puts facts together rationally and realistically. Uses past experiences and information to bring perspective to present decisions.

Respect for Others: Honors and does not belittle the opinions or work of other people, regardless of their status or position.



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Reflection

- How will I use these characteristics to “market my brand?”
- What will I leverage/make better?
- What will I enhance/improve upon?
- Who models these characteristics well and how can you tap into them as a resource?



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How Defined is Your Brand?

- What am I known for?
- What am I most proud of?
- My greatest strength is...
- My personal power lies in...
- By this time next year, I will be known for...

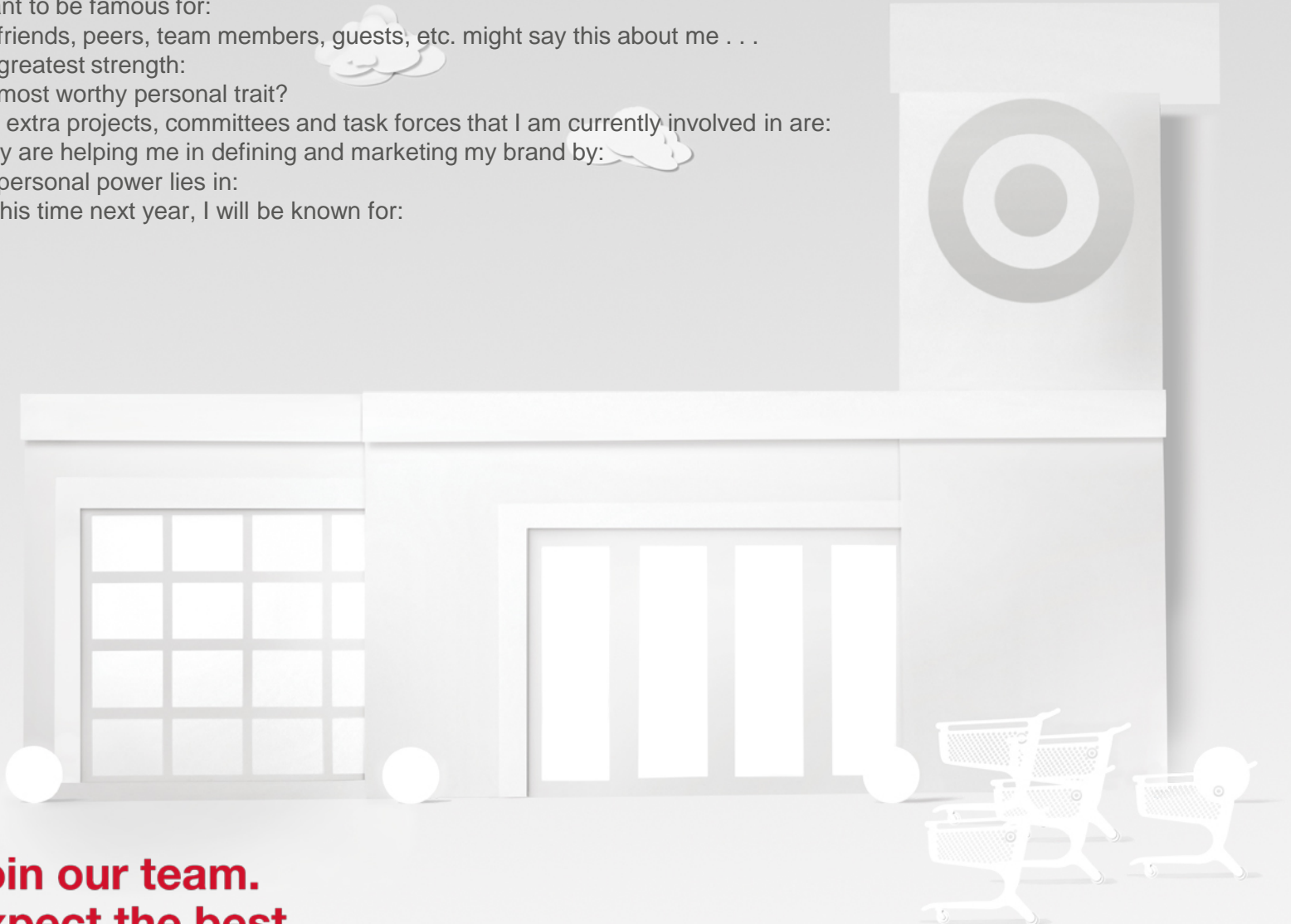
Take a moment to consider your answers.



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Use these questions to help define your own personal brand mission:

- What are the qualities that make me distinctive from my peers? What am I known for?
- Who is/are my customers/guests?
- What am I most proud of?
- I want to be famous for:
- My friends, peers, team members, guests, etc. might say this about me . . .
- My greatest strength:
- My most worthy personal trait?
- The extra projects, committees and task forces that I am currently involved in are:
- They are helping me in defining and marketing my brand by:
- My personal power lies in:
- By this time next year, I will be known for:



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Conclusion

- Everything you do should communicate your **brand image**.
- Building your brand takes **time**, **patience** and **focus**.
- Your **appearance**, **words** and **tone** need to represent an accurate picture of the inner you.
- Self marketing is a learned skill. Create your brand and **advertise!**



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Thank You

Questions?



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