



Your Personal Brand

TTUHSC SOP Student Leadership Retreat 2014

Student Guide to use with PowerPoint/Video presentation

Truth About Brands: What brands are you loyal to in the following areas:

Vehicle/Bicycle?

Jeans?

Fragrance?

Khakis?

Pizza?

Shoes?

My Brand Image Is ... Write down words that describe your personal brand image:

Take a Snapshot

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 and acquaintances: Do you associate with others who are viewed in a positive sense?

Features Yield 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 do you do that adds remarkable, measurable, distinctive value (this goes beyond your job description)?

What are you most proud of?

What have you done that you can brag about?

What do you do with your boss, peers, team members, guests and others that benefits them?

Power: Getting and using personal power is an important part of growing your brand image. Which of these types of power to you rely on most heavily?

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

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

What can you do to develop these types of power further in your life?

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?

	No	Sometimes	Yes
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?

	No	Sometimes	Yes
Do I have a personal vision for my life?			
Is it in sync with the values of TTUHSC? At work?			
Have I communicated that vision to others at school? At work? My life partner?			
Do I set high standards for myself and others?			

Do I get results?

	No	Sometimes	Yes
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 every day?			

Am I Enthusiastic?

	No	Sometimes	Yes
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 others up?			
Do I see life as a kid and anticipate each day?			
Is my attitude contagious? Is it worth catching?			

Characteristics of a Leader: As you reflect on your personal brand here are a few questions to guide your thoughts:

How I will use the characteristics of a successful leader to “market my brand?”

What will I leverage/make better? (Area of strength)

What will I enhance/improve upon? (Area of opportunity)

Who models these characteristics well? How can I tap into them as a resource for my own development?

Your Personal Brand Mission: Now it's time to create your own personal brand mission. Use these questions to help define it.

What are the qualities that make me distinctive from my peers? What am I known for?

Who are my customers/guests?

What am I most proud of?

I want to be known for...

My friends, peers, team members, guests, etc., might say this about me...

My greatest strength is...

My most worthy trait is...

What are the extra projects, committees and task forces in which I am currently involved?

How are they helping me in defining and marketing my brand?

My personal power lies in ...

By this time next year, I will be known for ...