

Me Inc.



What is Your Personal Brand?

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Agenda!

- About me, my brand
- What is a personal brand?
- Understanding yourself
- Working on your brand
- Marketing your brand
- The future of Me Inc.

A little bit about ME....

HR Professional = 25 years

- 10 years in the Packaging Industry
 - Disposable food service products
 - Unionized, 2 plants
 - Employee Relations, Compensation & Benefits
- 15 years in Defense Industry
 - Multi-spectral and multi-sensor EO IR imaging and targeting sensor systems
 - Non-union, 3 locations
 - Strategic HR partnership, Employee Advocacy



So what is my Personal Brand?



Human Resources Business Partner

What am I known for?

- ✓ Trusted advisor
- ✓ Leveraging the power of relationships & collaboration
- ✓ Employee Advocate
- ✓ Talent Champion

What is Brand?

What comes to mind when you see each of these logos?



Mercedes-Benz



Me Inc.

- Big companies understand the importance of brands.
- Today, in the Age of the Individual, you have to be your own brand.
- Here's what it takes to be the CEO of *Me* Inc...

What is your Personal Brand

- What do people associate with you?

Your brand is what other people say about you when you are not in the room.



Understanding Yourself

- You're every bit as much a brand as Nike, Coke, Pepsi, or the Body Shop.
- Ask yourself what is my product or service that makes me different?



- Give yourself the traditional 15-words-or-less contest challenge.
- Take the time to write down your answer.

Understanding Yourself

- ✓ Start by identifying the **qualities or characteristics** that make you distinctive from your competitors
- ✓ **What have you done lately** -- this week -- to make yourself stand out?
- ✓ What would your colleagues or your customers say is your **greatest and clearest strength**?
- ✓ Your **most noteworthy personal trait**?

Understanding Yourself



- ✓ *Ask yourself:* What do I do that adds remarkable, measurable, distinguished, distinctive value?
- ✓ *Ask yourself:* What do I do that I am most proud of?
- ✓ Most of all, forget about the standard rungs of progression you've climbed in your career up to now.
- ✓ *Ask yourself:* What have I accomplished that I can unabashedly stand behind?

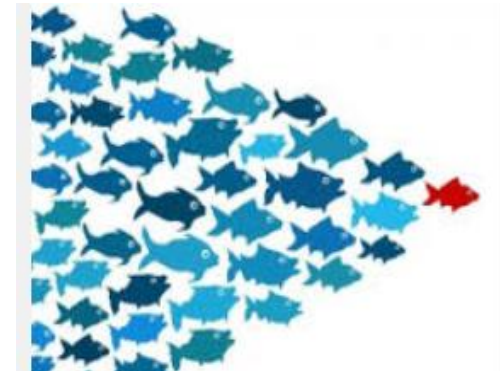
Working on your Brand



- ✓ Are you the best you can be now?
- ✓ Do you deliver your work **on time**, every time?
- ✓ Does your customer get **dependable, reliable service** that meets its strategic needs.
- ✓ Do you **anticipate & solve problems** before they become crises?
- ✓ Do you always complete your projects within the allotted budget?

Working on your Brand

- ✓ Understand the key competencies you'll need to enhance career growth
- ✓ Identify personal skill gaps, develop strategies to bridge those gaps
- ✓ Be visible
 - ✓ Extra curricular & committees – get involved
 - ✓ Lead discussions
- ✓ Build your portfolio, accomplishments
- ✓ Find what sets you apart – and leverage it



So how do you market Brand You?

- There's literally no limit to the ways you can go about enhancing your profile
- Sign up for an extra project inside or outside your organization
- Introduce yourself to new colleagues and showcase your skills or work on new ones
- Volunteer
- Network

Me

So how do you market Brand You?

- ✓ Teach a class at a college or adult education program or community group
- ✓ Credit for being an expert, increase your standing as a professional
- ✓ Increase the likelihood people will come back with more opportunities to stand out from the crowd



So how do you market Brand You?

- Better talker than teacher get yourself on a panel discussion at a conference
- Sign up to make a presentation at a workshop
- Visibility has a funny way of multiplying
- The hardest part is getting started
- A couple of good presentations may earn a chance to give a "*little*" solo speech
- You're just a few jumps to a major address at your industry's annual convention.



So how do you market Brand You?

- Remember this about your personal visibility campaign: It all matters!
- Everything you do -- and everything you choose not to do -- communicates the value and character of the brand
 - The way you handle conversations, email messages how you present yourself and act in a meeting
- These are all part of the larger message you're sending about your brand



What's the future of Me Inc?



- No more vertical or ladder - not the way careers work anymore
- Career is now a checkerboard - a maze
- Full of moves that go sideways, forward, slide on the diagonal, or backward when that makes sense
- Career is a portfolio of projects
- Teach you new skills and expertise
- Develops new capabilities and constantly reinvents you as a brand



- The good news, everyone has a chance to stand out
- Everyone has a chance to learn, improve, and
- build up their skills
- Everyone has a chance to be a brand worthy of remark

You are a brand.

You are in charge of your brand.

There is no single path to success.

There is no one right way to create the brand
called You.

Except this: **Start today**

