The Brand Called You: Personal & Professional Branding

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Presented by Lisa Montanaro

You've always had the power, my dear, you just had to learn it for yourself.

-Glinda-
Who are you? Who, Who, Who, Who

*Dreaded question: "So, what do you do?"

*Typical response: "I am a ____________.

*Common mistake: Most people lead with their title.
Ice Breaker Exercise

Find someone you do not know well.
Deliver your Elevator Pitch to each other.
The catch? Do not use your job title!
Does My Reputation Matter?

* Care about your reputation
* It is up to you to create, mold, protect and guard your reputation.
* It does matter - personally and professionally.
* Your personal brand is the image created in people’s mind when they connect with your reputation.
Power of Personal Brand

- Your personal brand is mobile -- you take it with you no matter where your career leads you.

- Your earning power, position in the workplace, and ability to find the next great project all hinge on how you package and promote your personal brand.
Conduct a Personal Brand Audit

- Your UBP (Unique Brilliance Proposition)
- Your Personal Brand Identity (present)
- Showcasing your Brand
- Your 5 Personal Brand Words
- Your Personal Brand Vision (future)
- Your Personal Brand Impact Plan

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YOUR PERSONAL BRAND IS A WAY OF COMMUNICATING WHAT IS INHERENTLY YOU.
What is Your "Art"?

Julia Cameron - "The Artists Way"

Your true calling - the through line of all of your careers/endeavors/services.

Also known as your archetype.

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What's Your UBP?

USP = Unique Brilliance Proposition
What makes you stand out, sets you apart from others?
What are your unique areas of brilliance?

‘Nothing can dim the light that shines from within.’

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UBP Touch Points

- Education
- Background
- Former employment
- Level of expertise/mastery
- Certification

- Personality
- Experience working with certain populations/settings, etc.
- Hobbies/Interests
- Volunteer Activities

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“TO BE NOBODY – BUT YOURSELF – IN A WORLD WHICH IS DOING ITS BEST, NIGHT AND DAY, TO MAKE YOU EVERYBODY ELSE – MEANS TO FIGHT THE HARDEST BATTLE WHICH ANY HUMAN BEING CAN FIGHT, AND NEVER STOP FIGHTING.”

~ E. E. CUMMINGS
Personality Profile Assessments

- Myers-Briggs Type Indicator® (MBTI®)
- Gallup's Clifton StrengthsFinder Assessment
- DISC Profile
- The Enneagram Types
- The Fascination Advantage Assessment

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Personal Brand Identity

※ What are you most passionate about?
※ What are your core values?
※ What are your strengths?
※ What’s your Personal Mission Statement or Manifesto?

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PERSONAL MANIFESTO

To live my life to the fullest, to enjoy every moment, to love deeply and without abandon, to use my talents and skills to help and connect with others, to be an active participant in the world and connect with other cultures. What motivates me is the fact that, as far as I know, this is my one and only chance to make an impact on this world and to live this life!

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Career Mission

What is your career mission?
Mine is to marry my passions with my profits.

Conscious choice to step into a bigger purpose to help people around the world and not be geographically tied down.

"People, Profits, Planet"
Brand Touch Points

- The way you touch the world with your brand.
- How you promote your personal manifesto externally.
- You have to be clear on your internal mission statement/personal manifesto first.
- If not, your brand will be confusing, miss the mark, or at worst, be inauthentic.
THE MEANING OF LIFE IS TO FIND YOUR GIFT. THE PURPOSE OF LIFE IS TO GIVE IT AWAY.

PABLO PICASSO
Showcase Your Brand

- Visual Components
- Auditory Components
- Print Components
- Online Presence

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First Impressions Count

* It may not be PC to say so, but it is true.

* You only have seconds before someone you meet formulates an opinion or impression of you.
Smile

- A smile attracts people to you - your unique brilliance is what keeps people captivated.
- Impacts your attitude.
- Smile is contagious.
Visual Components of Brand

- Physical Presence
- Facial Expressions
- Clothing/Style
- Hair/Makeup/
  Personal Grooming
- Colors

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It is vital to be able to communicate effectively on an oral and written basis if you want to be perceived as smart and professional.

Know your audience.

If you struggle in this area, get assistance!
Auditory Components of Brand

Voice
Speaking Style
Accent
Word Choice
Elevator Pitch

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Print Components of Brand

Business card
Resume/CV
Bio
Writing Sample
Publications
Writing Style

Create Your Purpose, Live Your Passion

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Online Presence

- Personal website/blog
- Social media profiles
- Entries on UC Davis web pages
- Online publications
- Professional associations’ web pages
- Google search
5 Words Branding Exercise

* Come up with 5 words that capture what is uniquely you -- your Personal Brand.
* For some of you, this may be difficult.
* List your 5 words before you leave here today, then compare them to what others say about you.

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Your Brand as Perceived by Others

- How do others perceive you?
- Look at job evaluations, testimonials, references, recommendations for patterns of words/phrases.
- Ask employers (past and present), colleagues, close friends and family.
- Only ask those that are your “believing eyes.”

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“Always be a first-rate version of yourself, instead of a second-rate version of somebody else.” ~ Judy Garland
Thanks for your attention & participation.

Go showcase your Personal Brand!

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Stay in Touch!

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