A close up of a sign

Description automatically generated



Brand Yourself. Build Yourself.

Participant Guide

Brand Yourself. Build Yourself. Participant Guide

Overview

Personal branding and career planning are necessary skills for women in leadership today. The current work environment is a competitive one with a low unemployment rate, a multigenerational workforce, and a focus on transferrable skills. It is critical to understand and to communicate the unique knowledge, skills, and abilities that only you can contribute to your work. When we know ourselves and where we are going in life, we are better able to say “yes,” or to say “no,” to the work that does or does not serve us.

Why are we here?

We are here today to learn about personal branding and career planning for a few important reasons:

* Help you differentiate yourself from the crowd
* Promote yourself and your career in a beneficial, effective way
* Set priorities so you can wisely utilize your time
* Propel yourself forward with personally meaningful work

Learning Objectives

At the end of this training, you will be able to:

* Formulate your personal vision statement and elevator speech
  + Which includes identifying your personal core values and differentiators
* Tailor your personal brand across social media platforms
* Develop your strategic plan
  + Which includes describing your current and future states, as well as the gaps between them, and action steps
* Construct your priorities triangle
* Demonstrate the feedforward process

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Video: How to Be Shameless about Self-Promotion

**Video: How to Be Shameless about Self-Promotion**

**Link:** [**https://youtu.be/Hl\_lmGQWuKQ**](https://youtu.be/Hl_lmGQWuKQ)

**By: Dorie Clark, Consultant & Keynote Speaker**

Video Notes:

* **Rebrand** the act of branding

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* Understand the **“zone of appropriateness”**

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* Find a **personal brand mentor**

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* Have an answer for **“what are you up to?”**

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Personal Vision Statement

The value of a personal vision statement:

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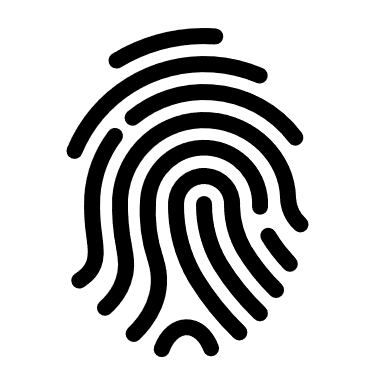
A personal vision statement encompasses **who you are and where you are going in life**. It is not a restrictive box; instead, it **moves with you, ebbing and flowing as you grow in life**.

**“If you have a clear vision of where you want to go, you are not as easily distracted by the many possibilities and agendas that otherwise divert you.”**

**Timothy Gallwey, Author**

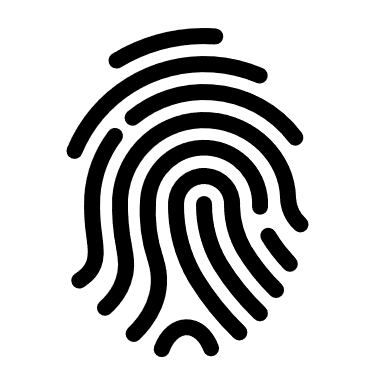
Personal Core Values Activity

**Activity instructions:**

1. **Check off every core value** that resonates with you.
   * Write any core value that is not on the list in the margin.
2. **Narrow down** your selections to **5 – 10 core values**.
   * Compare similar core values, eliminate one of them, and determine your rationale for the remaining one.
3. **Write the top 5 – 10** core values at the bottom of the worksheet.
4. Reflection only – your answers will **not be shared** with a partner or the full group.

Differentiators Activity

**Activity instructions:**

1. **Compare** your three most common / resonate words to your strengths and **circle** the strengths with overlap / similarity.
2. **Ask**, “What **strengths do I share** with other people in my same role or a similar role?” and **cross out** those strengths.
3. **Ask**, “What do I **truly excel at** in a way that no one else can / does?” and **circle** those strengths.
4. Reflection only – your answers will **not be shared** with a partner or the full group.

Aligning Your Work with Your Values

(This page deliberately left blank.)

Personal Vision Statement Activity

**Activity instructions:**

1. **Transcribe** the results of your prep work below.
   * Three most common / resonate words, 5 – 10 core values, and differentiators
2. **Individually write** your personal vision statement draft.
3. **Share your draft** with the person next to you.

Three most common / resonate words:

**3 Words**

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
2. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
3. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

5 – 10 personal core values:

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Core Values**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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Differentiators:

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Differentiators**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Personal Vision Statement**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Elevator Speech

A picture containing table, monitor, black, clock

Description automatically generatedIt is one thing to have a personal vision statement, but it does us no good when it lives only in our heads, hearts, or journals. **A key element of personal branding is the ability to communicate your brand.**

An elevator speech is a **short, succinct, and often memorized speech that highlights the best parts of you in a short period of time**.

The value of an elevator speech:

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Elevator Speech Activity

**Activity instructions:**

1. **Review** the Marshall Goldsmith elevator speech worksheet.
2. **Individually write** your elevator speech draft.
   * Use the work you did to inform your personal vision statement to also inform your elevator speech.
   * These elements of your personal brand should make sense together, and they should make sense to you.
3. **Share your draft** with the person on the other side of you, a different partner.

Marshall Goldsmith Elevator Speech Worksheet

**Current job / role:**

**Future job / role:**

**Why I am the right person for the future job / role:**

**My elevator speech:**

Personal Branding Across Social Media

**70% of employers use social media to screen candidates during the hiring process, and about 43% of employers use social media to check on current employees.**

**2018 CareerBuilder survey**

A close up of text on a white background

Description automatically generated

Personal Branding Across Social Media Activity

**Activity instructions:**

1. **Read** the social media comparison information on pages 10 and 11.
2. **Individually write** your answers to the three prompts.
   * What social media habits do I have / use that highlight / diminish my personal brand?
   * How can I incorporate elements of my personal brand constructed today into my current social media profiles?
3. Reflection only – your answers will **not be shared** with a partner or the full group.

*The below information provided by ThriveHive:*

**A picture containing object

Description automatically generatedFacebook:**

* Supports a wide variety of post lengths, marketing goals, and content types (visual, text-heavy, live video, etc.)
* 45% of users are over 35, and users 55+ are on the rise

**A close up of a logo

Description automatically generatedTwitter:**

* Direct communication capabilities – connect directly with brands and people you’re interested in
* Get news and share opinions
* Build relationships with consumers, network with industry professionals, and improve the customer’s experience by responding directly to their feedback, questions, or concerns

**A close up of a logo

Description automatically generatedInstagram:**

* Users are 58x more likely to share an Instagram post than one from Facebook and 120x more likely than a Twitter post
* Create a brand’s voice and personality with specific look, lifestyle, and activity
* 73% of users are 15 – 35 years old; nearly half are professionals or have college degrees

**A close up of a logo

Description automatically generatedLinkedIn:**

* Reach people by industry or job type
* Platform created for professional networking
* Users are there for one reason – to advance their careers and businesses

|  |  |  |
| --- | --- | --- |
| Social Media Habits that Highlight My Personal Brand | Social Media Habits that Diminish My Personal Brand | New Ways to Incorporate My Personal Brand |
|  |  |  |

Personal Strategic Plan

The value of a personal strategic plan:

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**Gap**

**Current State**

**Future State**

**Action Steps**

**Gap**

**Current State**

**Future State**

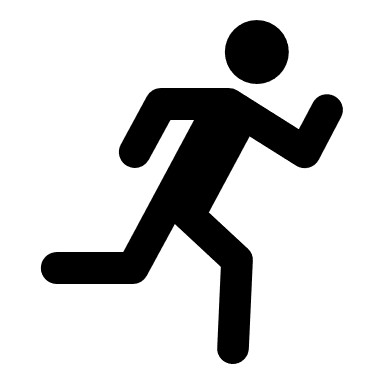
**Keys to a successful strategic plan:**

* Be honest with yourself
* Be true to yourself
* Break down the gaps into manageable action steps
* Focus on one thing at a time

**“Small changes, big shifts.”**

**Dr. Michelle Robin, Chiropractor & Speaker**

**Activity instructions:**

1. **Transcribe** your personal branding information.
   * ****Three most common / resonate words, 5 – 10 core values, differentiators, and personal vision statement
2. **Describe your current state** both personally and professionally.
3. **Describe your future state** both personally and professionally.
4. **Identify the major gaps** between the two states.
5. **Create action steps** to close the major gaps.
6. **Determine any preceding steps** to your action steps.
7. Reflection only – your answers will **not be shared** with a partner or the full group.

Personal Strategic Plan Activity

**Personal Strategic Planner**

**Personal Brand**

|  |  |  |
| --- | --- | --- |
| Three-Word 360-Degree Feedback | 5 – 10 Personal Core Values | Differentiators |
|  |  |  |
| Personal Vision Statement | | |
|  | | |

**Current vs. Future State**

|  |  |
| --- | --- |
| **Current State:**   * Personal life * Professional life | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Future State:**   * Personal life * Professional life | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

Personal Strategic Plan Activity (cont’d)

**Personal Strategic Planner**

**Gaps**

**Gap**

**Gap**

**Gap**

**Gap**

**Gap**

**Gap**

Personal Strategic Plan Activity (cont’d)

**Personal Strategic Planner**

**Action Steps**

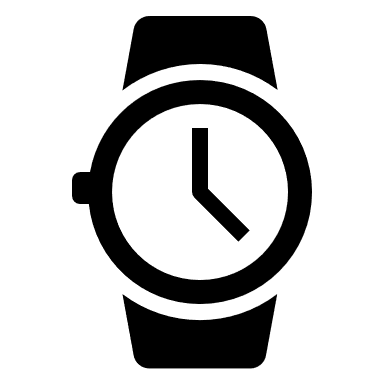
|  |  |  |
| --- | --- | --- |
| **Gap #1** | **Action Step:**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Preceding Step(s):**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Gap #2** | **Action Step:**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Preceding Step(s):**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Gap #3** | **Action Step:**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Preceding Step(s):**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Gap #4** | **Action Step:**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Preceding Step(s):**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Gap #5** | **Action Step:**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Preceding Step(s):**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| **Gap #6** | **Action Step:**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | **Preceding Step(s):**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

Priorities Triangle Activity

Entrepreneur Judy Hoberman said that **if the request coming from someone else or the work itself does not fall within your priorities triangle, then it doesn’t serve you, your strategic plan, or your vision**. This tool makes it easier to **allocate your time to meaningful work** and to say “no” to time-suck requests.

The first layer of defense built into your priorities triangle is the three points. If the request or the work does not fall within their parameters, feel confident in saying no. When the request or the work does fall within the three points, then move on to the second layer of defense, the center of the triangle. Ask yourself, **“Does this request or this work highlight or diminish me as a unique, valuable person?”** **If the request or the work passes both layers of defense, it should be personally meaningful to you, and therefore, worth your time.**

**Activity instructions:**

1. **Write a summation of you** in the center of the triangle.
   * What really personifies you from today’s workshop?
2. **List the three areas of work** that really serve you in each of the points of the triangle.
   * These areas of work are your passions. They are important to you. They make you feel like you are at your best, and that you are using your talents to the max.
3. Reflection only – your answers will **not be shared** with a partner or the full group.

Video: Feedforward: Coaching for Behavioral Change

**Video: Feedforward: Coaching for Behavioral Change**

**Link:** [**https://youtu.be/BlVZiZob37I**](https://youtu.be/BlVZiZob37I)

**By: Marshall Goldsmith, Author & Coach**

Video Notes:

* Two roles – **“learn as much as I can”** and **“help as much as I can”**

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* Rules – **no feedback about the past, do not judge or critique, and say thank you**

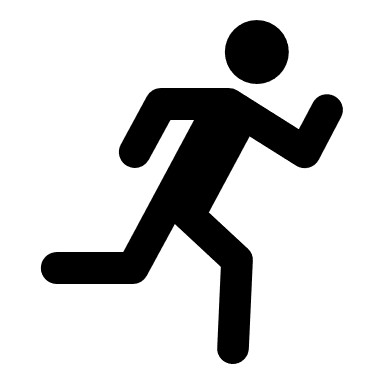
**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Process – **talk to as many people** as possible in **five minutes**, each person gives **1 – 2 ideas**

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Feedforward Activity

**Activity instructions:**

1. **Think about any aspect of your work** fromtoday that you would like to receive feedback on from others.
   * ****It could be one aspect that you ask each person about, or it could be a few aspects that you switch up throughout the activity.
2. **Assume both roles** – “learn as much as I can” and “help as much as I can.”
   * Learning role – introduce yourself, ask for feedback on your specific aspect, then say thank you
   * Helping role – provide 1 – 2 ideas to your partner
3. **Form as many pairs** as possible in **five minutes**.
4. **Record ideas** in the blank spacebelow.

Bibliography

*“2019 Social Media Comparison Infographic” by Leverage (January 2019)*

*“Comparing Social Media Platforms for Marketing” by ThriveHive (March 2017)*

*“Craft an Inspiring Personal Vision for Your Life RIGHT NOW” by Scott Jeffrey*

*Dorie Clark website*

*Dr. Michelle Robin infographic*

*“How Women Rise: Break the 12 Habits Holding You Back from Your Next Raise, Promotion, or Job” by Marshall Goldsmith & Sally Helgesen (April 2018)*

*Judy Hoberman keynote speech*

*“More than Half of Employers Have Found Content on Social Media that Caused Them NOT to Hire a Candidate, According to Recent CareerBuilder Survey” by CareerBuilder (August 2018)*

Appendix

*5-Second Journal by Mel Robbins*

*Define Your Core Brand Values worksheet*

*Find Your Purpose graphic*

*From Worry to Winning: Tools to Help Kids Reclaim Their Superpowers and Beat Anxiety by Mel Robbins*

*“How to Make Your LinkedIn Headline Way More Effective in Under 5 Minutes” by Aja Frost (July 2018)*

*“How to Write a Professional LinkedIn Headline” by Aja Frost (November 2018)*

*MindsetReset by Mel Robbins*

*SWOT Analysis worksheet*