



GO! NETWORK
GROWTH AND OPPORTUNITIES FOR PROFESSIONALS

*Building Your
Powerful
Personal Brand*

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GO NETWORK
Growth And Opportunities For Professionals

Brands, Brands, Brands

The collage features the following elements:

- Starbucks logo
- Google logo
- McDonald's logo with the slogan "i'm lovin' it"
- Boeing logo
- BMW logo
- The Coca-Cola Company logo
- Microsoft logo
- Disney Connection logo
- Portrait of Michelle Obama
- Photo of Donald Trump
- Photo of Tiger Woods celebrating



It's the decisive moments
... and every single interaction and
transaction collectively that shapes
your personal brand.

A consensus about who you are,
Your reputation, public image,
legend, character.

Your personal brand is the
collective opinion
about you!



Exploring Your Personal Brand

Talent + Personality + Passion + Market Needs = Your Personal Branding Statement

- Discovering Your talents - What are your natural, god-given talents?
- Discovering Your Passion, Values and Purpose – If money were no object, what would you choose to do with your life?
- Discovering Your Personality – What are at least 8 personality traits that best describe you?



Discovering the Market Needs – What key talents and skills are necessary to succeed in your organization for your current role?

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Your Personal Brand Statement

Example: Kim Jones is a seasoned administrative professional who solves business problems using creativity and critical thinking. She is a great team builder who supports and encourages others. She finds solutions to even the toughest challenges with equal parts excellence, commitment and fun.

- Your Unique Promise of Value – What do you bring to your role and your team that differentiates you from your peers?
- Your PBS - After all that you have learned about yourself, what would your personal brand statement look like?



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How many times have you seen this world famous logo during your lifetime?

(Circle Your Answer Below)

- (a) 1-5 (b) 6-20 (c) 21-50 (d) 51-99 (e) Over 100**



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**“True discovery
consists not in
finding new
landscapes, but in
seeing the same
landscape with
new eyes.”**

**Marcel Proust
(1871–1922),
French novelist.**



What do you notice about this slide?

$$1 \times 1 = 1$$

$$2 \times 2 = 4$$

$$3 \times 3 = 10$$

$$4 \times 4 = 16$$

$$5 \times 5 = 25$$



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This is what most people notice

$$1 \times 1 = 1$$

$$2 \times 2 = 4$$

$$3 \times 3 = 9$$

$$4 \times 4 = 16$$

$$5 \times 5 = 25$$



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We focus on what is wrong instead
of what is right

$$1 \times 1 = 1$$

$$2 \times 2 = 4$$

$$3 \times 3 = 9$$

$$4 \times 4 = 16$$

$$5 \times 5 = 25$$

80%
Correct





Your Behavioral Style

(S)teadiness (Harmony)

- Seeks to eliminate conflict
- Focused on keeping the peace
- May seek to please people
- May tell people what they want to hear.

(I)ntuencing (Energy)

- Generally speaking
- Encourages open communication
- Want to know they are valued
- Take risks & will share difficult info.

(C)onscientious (Quality)

- Likes lots of info., space and time
- Focus on accuracy & quality
- May not share during meetings

(D)ominant (Results)

- Manages tasks effectively
- Planner & coordinator
- May leave dead bodies behind
- Focused on tasks instead of people

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Questions?

***“May all the good you desire be the least
you receive.”
~ Lethia Owens***



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