

YOUR PERSONAL BRAND & HOW YOU SHOW UP IN THE WORLD

A workshop to kick off your self discovery journey

CAVEATS

- There are many ways to explore your personal brand and how you show up to the world
- What I am presenting today (including the frameworks) are only SOME of many ways to get to the end goal of self discovery
- My goals to assist you to begin/reassess you personal brand and inspire/pressure test your current way of thinking about your personal brand
- There are many ways to get to your end goal; Make it your own

WORKSHOP OBJECTIVES

- Explore & Cultivate: Personal Brand
 - What is it?
 - Importance of personal brands
 - Your own personal brands
 - Your personal brand slogan
- First Impressions
 - Importance of first impressions
 - How to create a good first impression
- Elevator Speech
 - Creating & perfecting your elevator speech



WORKSHOP HOUSE RULES

- What you'll need: some paper to write on and something to write with
- Stay engaged
- **Participate** 
- Be vocal
- Be open minded
- Dig deep
- Be vulnerable
- Be uncomfortable
- Be honest
- Put in what you want to get out. The more you put in, the more you will get out of this workshop
- Have fun

house
rules

AT THE SURFACE LEVEL

- Have you tried googling yourself?
- Companies are now monetizing “cleaning up your internet reputation”
- Class Engagement Prompt: Why are individuals worried about how they show up on the internet?



WHAT IS A PERSONAL BRAND?

- “Perception is reality”
- "Your personal brand is your reputation. And your reputation in perpetuity is the foundation of your career." -Gary Vaynerchuk, entrepreneur



- Class Engagement Prompt: Do you agree with this, why or why not?



WHAT IS A PERSONAL BRAND?

Jeff Bezos, the founder of Amazon, is famously quoted as saying,

“Your brand is what people say about you when you’re not in the room.”



- Class Engagement Prompt: Do you agree with this, why or why not?



WHAT IS A PERSONAL BRAND?

- How others perceive you
- How you present yourself physically, nonverbally & via social media
- Your skills
- Your experiences
- Distinguishing Factors; What makes you unique?
- Your values
- Your beliefs
- Your physical appearance
- Your choice of clothing
- Your personality
- Who do you hang out with? Who do you surround yourself with?
 - “Tell me who you hang out with and I will tell you who you are”
 - “You are an average of the 5 people you spend the most time with”
 - “Never be the smartest person in the room”



HOW DO YOU BUILD YOUR PERSONAL BRAND?

- First & foremost, figure out your IKIGAI (Your purpose in life)



HOW DO YOU BUILD YOUR PERSONAL BRAND?

➤ First & foremost, figure out your IKIGAI (Your purpose in life) ✓

➤ Social media (e.g. LinkedIn, Facebook)

➤ A personal website

The business news site, The Manifest found that **98%** of employers research candidates online, with **80%** of human resources professionals saying a candidate's personal website factored into their evaluation.

➤ How you physically show up

➤ How you present yourself? (visually, vocally)

➤ Blogs

➤ Your network, your circle (personal and professional)



THE POWER OF PERSONAL BRAND?



- Class Engagement Prompt: Why is it important to be cognizant and nurture your personal brand?
- According to Forbes magazine, In 2018, CareerBuilder found that 70% of employers researched candidates online, and what they found influenced whether the candidate moved forward
- 43% of employers use social media to check on current employees
- Credibility Enhancer
- Builds Trust
- Expresses Authenticity
- Assists in getting you to where you NEED to be



CLASS ENGAGEMENT PROMPT: HOW DO THESE PEOPLE SHOW UP TO THE WORLD





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EXERCISE: HOW DO YOU WANT TO SHOW UP IN THE WORLD?

You will be given 5 minutes to thoroughly think through the below and fill out the below chart accordingly

Personal Brand Components	Your Top 2-3	Is important for you to show these to the world or making them as part of your personal brand? Y/N
Your Authentic Self		
Values & Priorities		
Passions		
Skillsets & Expertise		
Personal & Professional Goals		

YOUR PERSONAL BRAND SLOGAN

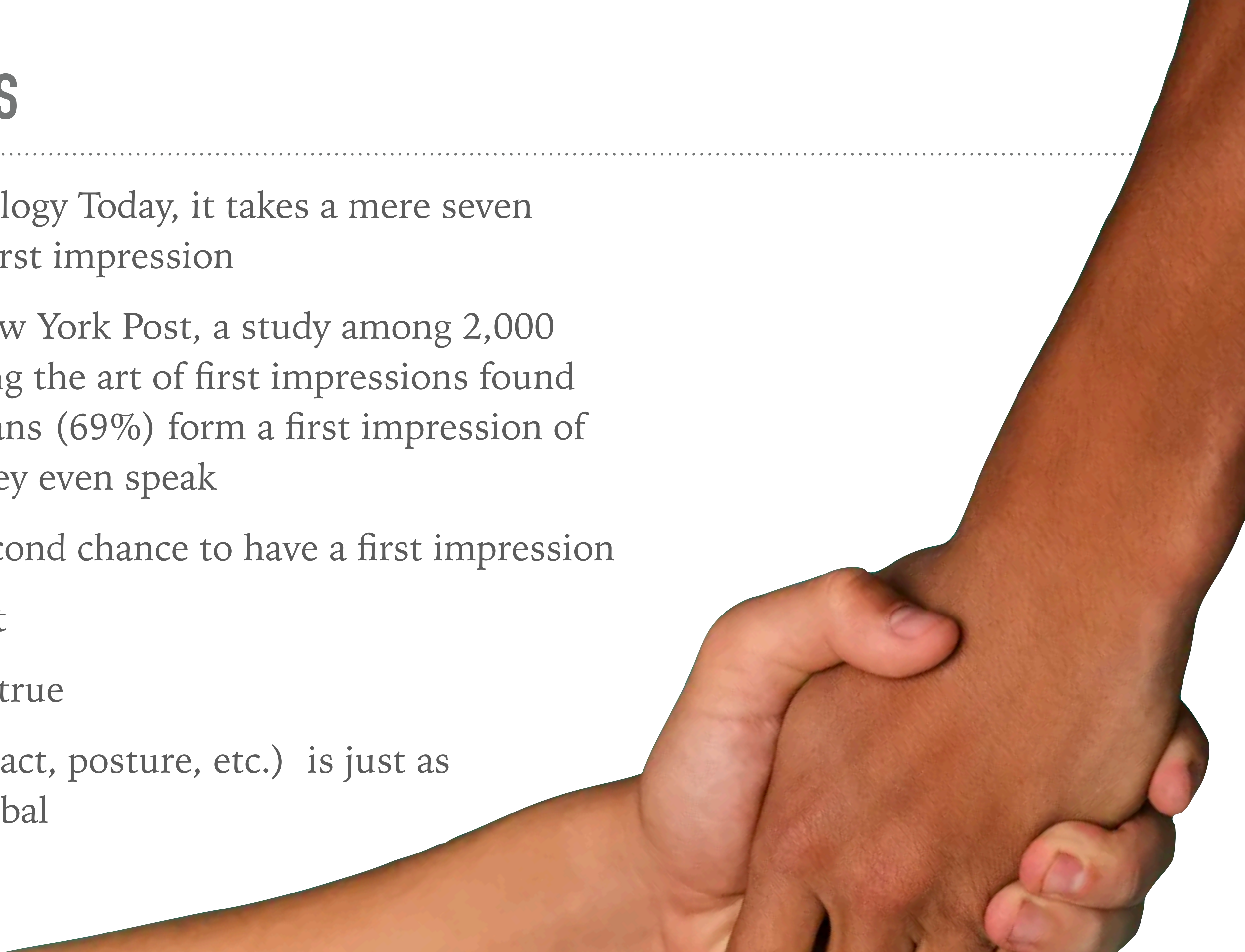
- Catchy phrase that says something about you that matters most and what makes you unique
- 2-4 sentences
- Sums up what you do and what you stand for



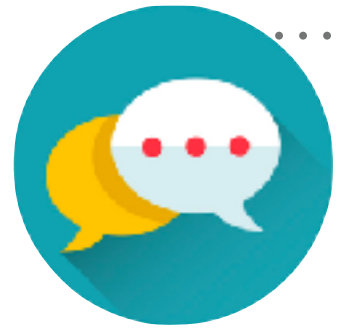
- Class Engagement prompt: Take 5 minutes: If you only could describe yourself in 5 WORDS, what would they be? In the chat box, type in what those would be. Choose wisely.

FIRST IMPRESSIONS

- According to Psychology Today, it takes a mere seven seconds to make a first impression
- According to the New York Post, a study among 2,000 Americans examining the art of first impressions found that 7 in 10 Americans (69%) form a first impression of somebody before they even speak
- You never have a second chance to have a first impression
- Have it set you apart
- Stay authentic, stay true
- Nonverbal (eye contact, posture, etc.) is just as important as the verbal



EXPANDING ON YOUR SLOGAN: YOUR ELEVATOR SPEECH

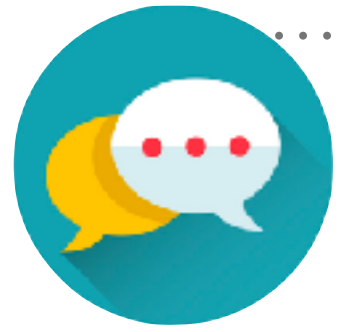


- Class Engagement Prompt: What is an elevator speech?
 - Demonstrate your professional aptitude, strengths and skills
 - Talking points about yourself to be utilized in multiple situations
 - Job Interviews
 - Course introductions
 - The answer to “Tell me about yourself” (professionally and personally)
 - Networking

CONSTRUCTING YOUR ELEVATOR SPEECH

- Should not be longer than 60 seconds
- Shifts with your environment and your objective
- Know your audience
- Describes who you are and what you do?
- Be general NOT specific
- Be distinctive NOT generic
- End with what you are LOOKING for, What is your “Call to action”
- It's not a sprint, it's a marathon. Slow down
- PRACTICE PRACTICE PRACTICE

EXPANDING ON YOUR SLOGAN: YOUR ELEVATOR SPEECH



- Class Engagement Prompt: Take five minutes to write an outline of a rough version of your elevator speech
- Here is the scenario:
 - You are all at a networking event with a small group of individuals that are all meeting for the first time. Your objective is to make connections with as many individuals as possible for possible professional/personal collaborations
 - After five minutes, I will randomly place you in a breakout room and allow you all to practice your respective elevator speeches.



- Class Engagement Prompt: You all will have 10 minutes to practice your elevator speeches with one another in these breakout rooms
- After the 10 minutes, we will come back as a group to debrief and we will walk through key takeaways

KEY TAKEAWAYS: IF YOU CAN ONLY REMEMBER A FEW THINGS:

- Dive into your Ikigai: Your life purpose
- Perception is reality, Be deliberate and monitor as to how you show up in the world
- Always stay authentic to your true self
- Have your personal brand slogan/elevator speech ready to go and shift depending on environment and objective
- Practice Practice Practice

THANK YOU!



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