

YOUR PERSONAL LEADERSHIP BRAND

“All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.”

– Tom Peters, Fast Company

COURSE OVERVIEW

Businesses develop mission statements and brand stories, offering potential customers or partners an explanation of why they exist. These manifestos affirm an organization's core beliefs and values and become integral to marketing efforts.

As you think about your own career, and the trajectory to which you aspire, it can be very helpful to develop your own personal leadership brand story. While this is particularly helpful to emerging leaders, every leader can benefit from this effort.

A personal leadership brand story is essentially “the story of you,” curated and refined to a) be authentic, b) be compelling, c) help others understand what makes you an “original,” and the unique value you bring to the table, and d) help you to accelerate your career trajectory.

Your brand story is much, much more than just a souped-up version of the “about me” section of your LinkedIn profile. Your brand stories are your points for meaningful connection with the people that matter most to your career success; colleagues, customers, superiors and subordinates. Your stories shape and define the perception that others have about you.

This program will help you take control of the perceptions others have regarding your professional capabilities and potential.

BUSINESS AND CAREER IMPACT

- 1 Accelerate your career trajectory by enhancing the perceptions others have regarding your capabilities and potential.
- 2 Enhance the authenticity of your personal brand story in a manner that highlights your unique experiences and strengths.
- 3 Gain confidence when communicating with others by having a clearly defined sense of your personal mission and values.
- 4 Leverage your personal social media more effectively by aligning all content with your personal leadership brand.
- 5 Enhance your ability to influence and persuade others by developing and delivering a personal brand story that builds their confidence in you.
- 6 Gain clarity regarding your professional and personal goals/objectives that are aligned with your personal mission/vision/values.



AUDIENCE

- I Individual Contributors (esp. sales)
- F Frontline Leaders
- L Leaders of Leaders

FORMATS

In-Person

2 Hours*

Virtual

2 Hours*

*Longer version of these programs are available. 2-hour version is part of Infopro Learning's Emerging Leader Series

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LEARNING JOURNEY

Pre-Learning

- Pre-reading (20 minutes)
- Document your experiences and accomplishments

Module 1

Defining Your Personal Brand

- Professional and personal
- As a leader and colleague
- Know your values
- Define your vision
- Cultivate self-awareness
- Lead through service
- Show that you care

Developing Your Brand “Story”

- Elements of a good story
- Curating your experiences and accomplishments
- The value of authenticity
- Getting and giving feedback

Module 2

Personal Brand Story Enhancement

- Whiteboarding and other visual story enhancements
- The “villain” of your story?
- Refine your story versions for:
 - Elevator speech
 - Sales presentations
 - Social media
 - Marketing campaigns
- Refine (and practice) your second draft, with whiteboard visuals – get feedback
- Final polish and presentation



Post-Work

- Personal Action Plan for continuous refinement of your personal brand story
- 30-60-90 Day Action Plan Reviews *
- Virtual, Group Touchpoint Session *

*Recommended**

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Learning Objectives

- Understand the importance of defining your personal brand and creating a perception of “originality” and unique value you bring to every engagement with colleagues and clients
- Learn to clarify your personal mission, values and career vision in a manner that creates value for others.
- Learn to communicate with greater energy and emotion that captures the positive attention of others.
- Learn to apply brand story principles to your personal leadership brand communications.
- Enhance your ability to define yourself in terms that accelerate your career trajectory, rather than passively allowing others to define you.
- Develop a targeted personal branding message that speaks to the strongest values and priorities of your colleagues and customers.
- Craft a simple but effective message that “sells” you, your capabilities, and your potential to others.
- Troubleshoot the weaknesses with your current brand story and messaging; develop solutions to enhance your messaging.