

Managing yourself Personal Brand & Building your Network

EE204: Business Management for
Electrical Engineers and Computer
Scientists



A Brand Tells a Story



- Quality
- Ease of use
- Technology
- Cool
- High Performance



What is Your Brand Story



- Great engineer
- Make it happen person
- One of Stanford's best and brightest
- I'd work with her anytime
- He's always ready to help a new hire
- She always puts the company first
- I've seen and respect his work on several papers

How a brand story is built

History	Written resume
Interaction	Experiences with others
Reviews	Formal and informal
Placement	Meetings, conferences, blogs, Teams, Facebook, LinkedIn, Twitter
Advertising	Resume, publications, articles, memberships
Referral	Network

Example Personal Brand

Meg Whitman

History	BA Economics, Princeton; MBA Harvard GM and CEO consumer products companies; CEO Ebay & HP Specialization: Marketing & brand management
Interaction	Dedicated to the success of others. Decisive, open communicator, leader, empathetic, nice
Reviews	Academic & professional awards; humble; track record for success; problem solving
Placement	Global stage; Davos; Silicon Valley; CA politics
Advertising	Major magazine articles; news; politics; Harvard; Forbes Fortune magazines
Referral	Personal network, political website, email campaign

Managing your brand

Write it down.

History	What have you or will you accomplish
Interaction	What do you want your personal interaction style to be
Reviews	What do you want your peers/bosses/advisors/subordinates to say about you
Placement	Where do you want to show up
Advertising	How will others hear about you
Referral	What is your network and how do you plan to expand it

Measure Brand Performance



- Identify brand achievement to date
- Create action plan to achieve brand goals
- Explore and find what works
- Update yearly (New Years or birthday)

Lessons from Managing your Brand



- **First Impressions Count**
 - Your community forms lasting brand impressions quickly
- **People**
 - Your brand precedes you
 - People will never experience you objectively
- **Build a Unique Brand**
 - Your brand is a source of competitive advantage
- **Build a Quality Brand**
 - Brand value is built on results, integrity, and communications

Networking builds brand value

- Essential to being effective at work
- Access to information
- Source of influence
- Helps align goals
- Helps the team get results

Network principals

- Build before they are needed
- Maintenance is required not a one-time activity
- Value is proportional to your effort
- Build a functional network
- Quality is measured by achieving team goals
- Defects occur when network is focused on politics not results

Managing your network

- Demonstrate your value
 - achieve results that matter to the organization
- Be proactive
 - Meet people you need to get your job done
 - Understand what's important to them
- Do more than your fair share for the team
- Lead by example
- Always offer to teach and share what you know
- Ask members of your network how they want to communicate