

# A Personal Brand

A personal brand analysis can provide a framework for understanding the elements that define a career.

It can help identify actions and timeframes for achieving career goals

# A person's brand starts as an empty marker (.....your name goes here.....)

Your personal brand is built over a career by you, your customers, your peers

- **History** written resume
- **Interaction** experiences with others and the experiences they've had with you
- **Reviews** formal and informal
- **Placement** where you show up: meetings, conferences, blogs Facebook LinkedIn
- **Advertising** how people hear about you: resume submissions, memberships
- **Referral** professional network

# Example Personal Brand

Meg Whitman

- **History**  
BA Economics Princeton MBA Harvard  
GM and CEO consumer Products Companies  
CEO EBay  
Specialization: marketing & brand management
- **Interaction**  
Dedicated to the success of others. Decisive,  
Open communicator, Leader, Empathetic, Nice
- **Reviews**  
Academic and Professional awards, humble  
Track record for success, problem solving
- **Placement**  
Global stage. Davos. Silicon Valley, California  
Politics (Candidate for Governor)
- **Advertising**  
Major magazine articles news, politics  
Harvard, Forbes Fortune Magazines
- **Referral**  
Personal Network, Political website, email  
campaign

# Putting Personal Brand Analysis to Work

- Design your “ideal” personal brand statement and write it down. You control 95% of achieving it.

## COMPONENTS

- **History** What have 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 what is your plan to expand it

# Measure Brand Performance

- Identify “actual” brand achievement to date (it’s OK to have missing pieces).
- Make a commitment to achieving the brand “ideal”
- Run Branding Experiments to find what works
- Put together an action plan and time frame then monitor progress. Update and modify yearly (New years or Birthday)

# Lessons from brand analysis

- **People** People will never experience you objectively. Your brand precedes you
- **First Impressions count** Your community forms lasting brand impressions quickly.
- **Build a Unique brand** Your brand is a source of competitive advantage. Your resume is only one element of your brand