

The Art of Presenting...YOU



Your brand is a key (or a lock).

Brands are outcomes—the result of everything you do and everything you are.

- Communications, interactions and reactions
- Associations and relationships
- Goals, aspirations and values
- Personal image and style
- Confidence and self-esteem
- Abilities and skills
- Approaches and results

The Role a Brand Plays

The interesting thing about an identity or personality is that it reinforces itself by attracting behaviors, reactions and attitudes.

Branding Barriers and Challenges

The label attracts the behavior, and ultimately shapes the behavior.

In this way, your identity becomes your prophecy.

Influence people, processes and results.

Powerful and Positive Aspects of Your Brand	
Neutral and Unknown Aspects of Your Brand	
Misunderstood or Negative Aspects of Your Brand	
Desired (Aspirational) Aspects of Your Brand	<p><i>Identify three attributes you would like to add to your professional brand.</i></p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>

Your brand changes your story.

Working from your desired attributes, what are the successes, lessons learned and next opportunities? How can you be more intentional in building your brand?

Brand Attribute	1)	2)	3)
Success			
Missed Opportunity - Lessons Learned			
Greater Intention			

Give your story a voice.

Choose one of your aspirational words. Select a success, setback or an opportunity story.

Build a headline for your story.

Success

This was an excellent opportunity for me to practice and demonstrate _____.

Setback

This challenge required me to _____.

Intention

With this assignment or project, I am focusing on _____ *and welcome your feedback.*

Find your next steps.

- _____
- _____
- _____
- _____



Learn to Tell Your Story

1. Deconstruct your wins.
2. Frame messages by connecting to the bigger picture.
3. Speak the language of value and impact.
4. Use strategic informing to share your brand.
5. Build your brand even when discussing setbacks or failures.
6. Socialize your plan. (Connect your brand to your goals.)
7. Help others do the same.