Brand You!

Tom Rink, SLA President–Elect
October 12, 2015
KWM Chapter of SLA
What is personal branding?

- the process by which individuals
  - differentiate
  - articulate value
  - leverage
“Regardless of age, regardless of position, regardless of the business we happen to be in, 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

Source: http://www.fastcompany.com/magazine/10/brandyou.html
How will it help you?

- Increased publicity and visibility
- Build credibility
- Increased levels of engagement
- Expand your influence
- Create a human connection to the organization
- Halo Effect
Common myths

- Hard work alone will get you noticed
- People know what you want
- A person with a strong personal brand is the opposite of a good team player
- Only selfish people with big egos have personal brands
What is your current brand?

- Self-impression equals perception
- Personal branding is a state of mind
- Remember the basics
- Four-step process
Step 1 – Discover your brand

Insights about YOU

- What are your goals?
- What motivates you? Personal drivers?
- What do you value?
- What are you passionate about?
- What makes you remarkable?
Insights from OTHERS

- How do others describe you?
- What are the three compliments people make about you?
- What about you makes people stop, watch, and say WOW!
Step 2 - Develop your brand

- Identify your target audience
- How do you stand out?
- Know your strengths
- Assess
Step 3 - Communicate your brand

- Choose the right tools/channels
- Build influential relationships
- Use volunteering (take on leadership roles) to strengthen or develop skills
- Get involved in cross-functional projects
Step 3 – Communicate your brand

Tangible
- Personal website
- Blog
- Social networks
- Business card
- Resume/CV
- E-portfolio
- Reference documentation
Step 3 – Communicate your brand

Intangible

- Name
- Appearance
- Competencies
- Personality
- Mission
- Vision
- Values
Step 3 – Communicate your brand

- Establish your value
  - Maximize through social media

- Create a social media plan
Step 4 – Maintain your brand

- Be proactive
- Be strategic
Recap

- Personal branding and networking is how recruitment is done
- You have full control over your brand
- If you don’t take advantage of your strengths, you will lose opportunities
- Brainstorm all of your personal qualities and experiences
- Align your interests with your career aspirations
- Create your own personal brand and network heavily
- Personal branding costs hardly any money, but it does take time
- Use social media tools for personal empowerment and professional networking
A career is fundamentally about relationships – with colleagues, staff, bosses and clients – and your personal brand is nothing more or less than being recognized for the value you bring to those relationships.”

Karen Wensley
Useful Resources

- The Brand Called You (Tom Peters)
- Me 2.0: Build a Powerful Brand to Achieve Career Success (Don Schwabel)
- Reinventing You (Dorie Clark)
- The Start-up of You: (Reid Hoffman)
Questions?

Thank you for your attention!

Tom Rink, MLIS, FSLA
SLA President–Elect
cell: 918–740–2090
email: tomrink@cox.net
blog: http://guncarryinglibrarian.wordpress.com
twitter: @coplibrarian
LinkedIn: https://www.linkedin.com/in/tomrink