



ChrisOwens

Building the brand called YOU

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AMA Pre-Conference Tutorial

- Welcome
- Introductions and expectations
- Department model
- Overview of session

Agenda and Expected Outcomes

- Your Personal Brand Strategy
- Individual, departmental and institutional alignment
- A seat at the strategic table
- Resources to measure success



brand / *n.* **1** your name. **2** what your name stands for. **3** associations with your name. **4** position your name holds in the minds and hearts of others.

branding / *v.* **1** the process of aligning your internal culture with your external reputation. **2** communicating your essence based on mission, core values and stakeholder engagement.

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Post Mad Men Era

Traditional methods on life support

Do more with less

Expectation you stand for something

Need to be transparent

Must be authentic and sustainable

Integrate life/work

Hit the reset button for the new normal





Enterprise Brands



Personal Brands



Personal Brands



Personal Brands



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“I’m not a
businessman,

I’m a business, man!”

Jay Z

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Exercise #1 Getting Started

What are my core Values (name 3)?

What are my professional Goals (name 3)?

I am the only _____ that _____ .

Your Digital Identity



facebook.

TypePad

Alltop

LinkedIn

twitter

flickr™

slideshare
ESTA

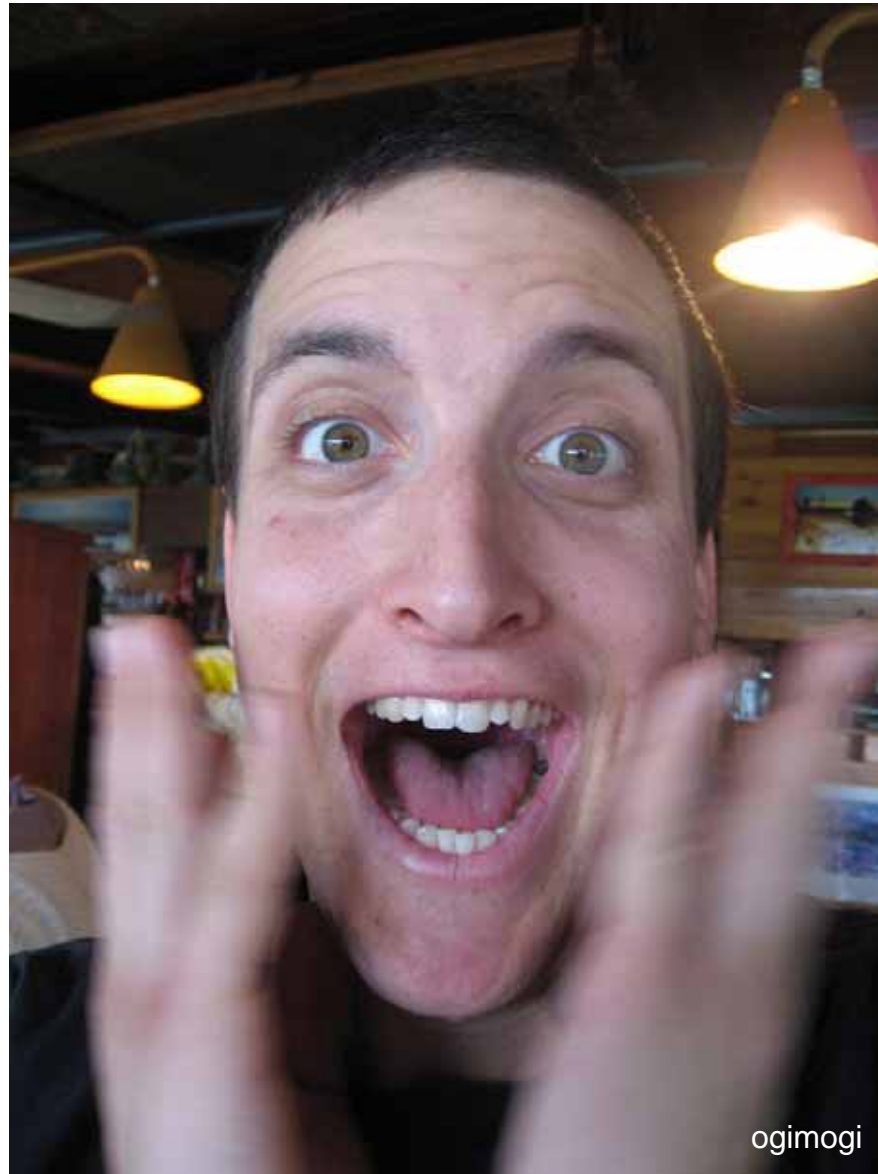
You Tube
Broadcast Yourself

BrandED
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facebook.

twitter

Linked in®



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EXERCISE #2 Your positioning statement

Think of it as a tweet - can you describe your brand in 140 characters?

Permanently beta digital media director and content creator for a major research university; connecting and inspiring people through social networks.

Building a sustainable brand is based on mission, core values and stakeholder engagement. Not taglines, logos or advertising campaigns.

Exercise #3 Your Social Media Audit

Google yourself. What appears? Is it what you thought?

The screenshot shows a Google search for "harry hayward". The search bar contains the text "harry hayward" and a "Search" button. Below the search bar, it says "About 1,880,000 results (0.29 seconds)". The search results include:

- Harry Hayward** - Jul 12
May 23, 2005 ... Despite the fact that it's been almost 110 years since he died, Harry Hayward remains the most talked about person buried in Minneapolis ...
www.thendsofthecometry.org/_/hayward_harry_cc2004.shtml - Cached - Similar
- HARRY HAYWARD HUNG AT NIGHT; Catherine Ging's Murder Legally** ...
With these last words, spoken with a cheer, at 2:09 a. M. to-day, Harry Hayward, whose plot to kill Catherine Ging to secure \$10000 life insurance was ...
query.nytimes.com/gst/abstract.html?res... - Similar
- Harry Hayward: ZoomInfo Business People Information** - Jul 12
View Harry Hayward's professional background on ZoomInfo, the largest index of people in business in the world. Find who you're looking for at ZoomInfo.
www.zoominfo.com/people/Hayward_Harry_55800190.aspx - Cached - Similar
- Images for harry hayward** - Report images
A row of six small thumbnail images showing different photos of Harry Hayward.
- Harry Hayward - LinkedIn** - Jul 12
Greater Detroit Area - Education Consultant
View Harry Hayward's professional profile on LinkedIn, LinkedIn is the world's largest business network, helping professionals like Harry Hayward discover ...
www.linkedin.com/pub/harry-hayward/55800190 - Cached
- CLEWS Your Home for Historic True Crime: Before H.H. Holmes, there...** ...
May 15, 2010 ... A recent article in the Minnesota Monthly brushed the dust off the story of a little-known serial killer who is believed by the author ...
www.launzgames.com/_/before-hh-holmes-there-was-harry-hayward.html - Cached
- Harry Hayward** ...
Make-Up Department: Devil's Plot. Visit IMDb for Photos, Filmography, Discussions, Bio, News, Awards, Agent, Fan Sites.
www.imdb.com/name/nm0311745/ - Cached
- The Last Words of Harry Hayward - A True Record Mystery** ...
File Format: PDF (Adobe Acrobat) - Quick View
The case with the "Harry Hayward Cylinder". It began with the discovery of an ... The two mysterious stanzas spoken of speech of Harry Hayward is to be ...
www.tmbrooks.net/misrecord/m/harrywd.cfm

HARRY HAYWARD HUNG AT NIGHT; Catherine Ging's Murder Legally Avenged



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Which of the Social networks should I use?

Do you own your own domain?



Username Check

Which of the social networks should I use?



LinkedIn.

myspace.

What is the policy at your institution on social media?

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Blogs

Platform for what you have to say to the world

You Must feed the beast

Can add to your professional prominence [look at Rex's](#)



Build your network



Measure your results – what is relevant?

- Number of friends/followers
- Google search position
- Mentions -  **delicious**  stumbleupon
- Blog traffic, comments, links in and out

Personal Branding School

Arruda, William and Kirsten Dixon. ***Career Distinction (2007)***

Florida, Richard. ***The Great Reset (2010)***

Fox, Vanessa. ***Marketing in the Age of Google (2010)***

Godin, Seth. ***Tribes (2009)***

Holzner, Steven. ***Facebook Marketing (2008)***

Miller, Michael. ***YouTube for Business (2008)***

Neumeier, Marty. ***Zag (2007)***

Solis, Brian. ***Engage (2009)***

Wilson, Jerry S. and Ira Blumenthal. ***Managing Brand You (2008)***

Schwabel, Dan. ***Me 2.0 (2010)***

Li, Charlene. ***Open Leadership (2010)***

Follow Guy Kawasaki, Dan Schawbel, Tony Hsieh, Martin Lindstrom



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