Bar Leadership Institute

Personal Branding

Presented by:

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In 25 minutes or less we will:

- Celebrate the Skeptics and Debunk Branding
- Define Branding
- Learn to Identify Brand Attributes
- Practice Your Learning
- Distinguish Between Organizational Brand and Your Leadership Brand
- Change the World!
Branding!

Science or B.S.?
A Simple Definition

Your brand is simply the sum of the thoughts, feelings and experiences others have with you.
What’s in a Brand?
Subaru Outback
What’s in a Brand? Porsche 911
What Car/Truck Best Describes You?

- Write down 5-10 adjectives about that car/truck that exemplify you.
Partner Exercise

60 second quick share of the adjectives of the Car/Truck you chose
Organizational Brand

You are all here at a program that is presented by the American Bar Association. Some of you love the ABA and some of you aren’t so fond of the Association. Regardless of your views, share your views of the ABA by shouting out the adjectives you feel most strongly define the ABA!
Describe the primary leadership traits of the leader who can effectively lead the ABA as described above.
● What if who you are is inconsistent with the image you project?
● Is it hard or easy to act in a manner that is inconsistent with who you really are?
● Aligning your behavior consistently with your brand image is important. Otherwise it creates confusion amongst those you lead.
The Alignment Paradox
An Easier Exercise
Your Challenge
Part I

- Quickly write down the top 5 attributes that you think members of your bar association use most frequently to describe your bar association.
Your Challenge
Part II

Quickly write down the top 5 attributes used to describe you by your:

- Life partner/spouse/best friend
- Work colleagues
- Friends
The Solution to a Successful Year as Bar President

- Know Yourself
- Know Your Association
- Leverage the areas of **Alignment** while **Minimizing the Conflicts**
Repeat “Your Challenge – Parts I and II” by talking to real people

- Use the worksheet on your table to gather this information and design a plan to link your strengths to the Association’s strengths.
Thank You!

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Before you can figure out if your personal brand is aligned with your Bar Association’s brand you need to know how others view you and your Bar Association. Please use the exercises below to help identify the unique characteristics you bring to your role as a leader and the unique characteristics that define your organization. The Tip Sheet on the following page can help you solve misalignment problems if they exist. Good luck!

1. Reach out to five of your colleagues in your Bar Association, your work environment and in other places where people have experienced you in a formal or informal leadership role. Ask these people about your key strengths as a leader; the attributes they think of most when they think of you; any defining characteristics and finally a word or two that best describes you.

2. Reach out to five or more members of your Bar Association and ask them about their views, feelings and experiences with the Association.

3. Compare what you have learned about yourself and your Association from the viewpoint of others. What have you learned? Where is there great alignment? Where may there be misalignment? What is your plan to maximize areas of alignment and minimize the negative impact of misalignment?

Bonus: If you discover things about you and your Association that were not expected and/or were inconsistent with what you think about your leadership style and your Association’s brand take the next step. Go on a Listening Tour and gather a lot more data.

- Ask 5 – 10 people in each environment where you lead to describe your key leadership attributes.
- Ask 20% of your Association Staff what they think your Association is all about, what it stands for and what value it brings.
- Ask at least 20 members of your Association the same questions you posed to the Staff.
- Compare the information gathered from these two more detailed views about your leadership and your Association. You now likely have enough information to make a very well informed decision about how to plan for a successful year as the leader of your Association.
Now that you have compared the two lists you created by talking with friends and colleagues it is time to look for alignment between your leadership brand and the Association’s brand. It is important that you create a simple action plan to maximize the areas of brand alignment and a similarly simple action plan to mitigate brand misalignment. Creating a plan and executing on it will make your experience as a bar leader far more enjoyable and impactful!

1. Create a list that shows where your personal brand traits appear to align well with your Association's brand traits.

What can you do to maximize your traits that align well with your Association's? Create a plan to emphasize this alignment during your term as chair/president.

Real alignment example from our workshops:

The Association is perceived as being full of “aging” lawyers who are not responsive to the needs of its younger members. However, the Association aspires to be more inclusive and engage its younger members.

Alignment Maximization Opportunity: The Association aspires to move in a new direction. The incoming leader is a younger person who desires to engage more younger lawyers in leading the Association.

Action Plan: The incoming leader is committed to developing younger leaders and providing opportunities for them to gain leadership experience so there is a pool of qualified younger leaders to lead the Association in the future.
2. Create a second list that shows where your personal brand traits appear to be misaligned with where your Association is or perhaps where it may want to go.

What can you do to minimize the misalignment so that it is less likely to negatively impact you and your Association?

Real misalignment examples from our two workshops:

Example #1 State Bar – perception is that the Bar is focused on the needs of lawyers in the capital city and not those in rural parts of the state.

Misalignment: Incoming leader is from the capital city and represents all the negative feelings rural members possess.

Solution: Incoming leader has decided to focus on getting high speed Internet to rural communities as a top priority. This addresses a critical need in the state and demonstrates that the “big city lawyer” can care about the needs of others in the state.

Example #2 Local Bar – the Association moves very slowly. Change comes at a glacial pace.

Misalignment: Incoming leader is a “go getter” who wants everything to happen yesterday if possible.

Solution(s): Find small projects that can be accomplished quickly while understanding that major projects will need to move more slowly and will not be accomplished in that bar year.

Start working on important projects years before you are the chair/president by collaborating with other bar leaders so that everything doesn’t have to happen in one year.