Standing Out From the Crowd: The Brand of You

Paula A. Dixton
Senior Manager of Global Attorney Development
ABA Bar Leadership Institute
March 13, 2019
Introduction
Your Personal Brand Matters

> It is your reputation
> It is your calling card
> It is what you are known for and how people perceive and experience you
> It is about bringing who you are to what you do and how you do it
> **Note:** Others impact your Personal Brand by what they say about you and by their actions
Your Personal Brand Matters Continued

- You already have a personal brand whether you agree with this thinking or not
- Do you think you have a credible personal brand?
- Personal branding is the process of developing a strategy and actions to guide your brand
- Make sure your brand is communicating what you want!
- Ask yourself: What is yours?
What Do You Think of When You See the Following Images?
What Do You Think of When You See the Following People?
Personal vs. Bar Association Branding: Is it Me or We?

> What role does that “connection” – or lack thereof – play in your success and satisfaction?

> Ask yourself if you can see how the personal brand you’re developing overlaps with your organization’s mission, vision and values.

> You can still have your individual personal brand and be a part of your organization’s brand.

> Remember you take your personal brand with you wherever you go.
Your Personal Brand & First Impressions

- Do you ever get a second chance?
- What do you currently consider before you make a first impression?
- What do you do to make a positive first impression?
  - Verbal and non-verbal considerations
- How will that first impression further your brand?
- What will you do to maintain that impressions?
First Impressions

Consider the following questions and then fill in your best guess:

a. It takes _____ seconds to make a first impression.
b. It takes approximately _____ more meetings to change or undo a bad first impression.
c. _____% of our message is through our body language.
d. _____% of our message is through our tone.
e. _____% of our message is through our words.

Statistics from the University of North Carolina at Chapel-Hill’s College of Arts & Sciences
What Do You Convey?

- Confidence?
- Reliability?
- Organization?
- Punctuality?
- Quality?
- Credibility?
- Accessibility?
- Control
- Commitment?
- Flexibility?
Your Personal Branding Worksheet

- What is your vision?
- What is your purpose?
- What are your values and passions?
- What are your goals?
- What are your brand attributes?
- What are your core strengths?
- How do other people describe you?
- What are your weaknesses?
- Who is your target audience?
- What differentiates you from your competition?
## Persona – Some Helpful Adjectives

<table>
<thead>
<tr>
<th>Open-minded</th>
<th>Driven</th>
<th>Leadership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passionate</td>
<td>Vision</td>
<td>Collaborative</td>
</tr>
<tr>
<td>Quality</td>
<td>Personable</td>
<td>Strategic</td>
</tr>
<tr>
<td>Creative</td>
<td>Honesty</td>
<td>Service</td>
</tr>
<tr>
<td>Focused</td>
<td>Courage</td>
<td>Respect</td>
</tr>
<tr>
<td>Innovation</td>
<td>Transparency</td>
<td>Adaptability</td>
</tr>
<tr>
<td>Reliability</td>
<td>Accountability</td>
<td>Competent</td>
</tr>
<tr>
<td>Expert</td>
<td>Compassionate</td>
<td>Analytical</td>
</tr>
<tr>
<td>Results-oriented</td>
<td>Confident</td>
<td>Flexible</td>
</tr>
</tbody>
</table>
Your Unique Offering: Examples of Talents You Have to Offer

<table>
<thead>
<tr>
<th>Strategic Vision</th>
<th>Project Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>People Management</td>
<td>Communication</td>
</tr>
<tr>
<td>Mentoring</td>
<td>Collaboration and Teamwork</td>
</tr>
<tr>
<td>Strategic Planning</td>
<td>Building and Leading Teams</td>
</tr>
<tr>
<td>Managing Conflict</td>
<td>Creative Problem Solving</td>
</tr>
<tr>
<td>Streamlining Processes</td>
<td>Change Management</td>
</tr>
<tr>
<td>Innovation</td>
<td>Decision-Making</td>
</tr>
<tr>
<td>Striving for Results</td>
<td>Change Management</td>
</tr>
</tbody>
</table>
Live and Promote Your Brand

What a personal brand is not.

- It is not your job title, personal mission statement, career objectives or life’s purpose. These items may be part of your brand but they do not encompass the purpose of a brand.
- “You are not defined by your job title and you’re not confined by your job description.”
What makes a personal brand successful?

- Authentic
- Memorable
- Solution Oriented
- Combines logic and emotion
- Focused
- Provides brand attributes that make you unique and valuable

Develop brand advocates.
Building Relationships & Keeping in Touch

> Get to know colleagues as people
> Use community service as an opportunity to broaden your network
> Assess whether colleagues are "all business" or want to socialize as well—not everyone does
> Read and learn about your colleagues’ businesses
> Ask thoughtful questions—show an interest
> Over-deliver at all times
> Lunch isn’t for everyone
> Attend organization social events
> Ask for feedback on your performance
> Look at yourself as a helper—with anything your colleagues might need
> Keep colleagues up-to-date on anything relevant
> People appreciate personal touches
> Listen without interrupting (we know it’s difficult)
> Check-in on colleagues for no reason
Soar With Your Strengths

> What was the most successful assignment or project I ever tackled, and what made me successful?
> What was the most important team role I ever fulfilled and why?
> When faced with an obstacle, what do I do to overcome it? What is my “go-to” skill?
> What are the strengths that others acknowledge in me?
Weaken Your Weaknesses

> What are my weaknesses that I am aware of?
> When working on a team, what roles do I avoid that might be important to my goals?
> When faced with an overwhelming obstacle, what’s most likely to cause me to give up?
> What was the least successful assignment or project that I have ever had and what made it so difficult?
A New Unofficial Theory of Developing Your Personal Brand

> The “Be a Mensch” Approach
  – What do you want to be remembered for?
  – How can I make a difference?
  – Do colleagues and peers enjoy working with you?
Wrap-Up and Take-Aways

> What will you do differently to develop your brand?
> Self-assess, invest in yourself, create your voice and use it.
> How do you get to know your audience?
> How do you develop relationship and add value over time?