



# Women In Cable Telecommunications

**Personal Branding**  
**September 30, 2020**



Women in Cable  
Telecommunications™

# Agenda

- Personal Branding – Laura
- Elevator Pitch Exercise - Deidra
- LinkedIn Tips- Lori
- Upcoming Events
- Questions

# What is a Personal Brand?

“A personal brand is a widely-recognized and largely-uniform perception or impression of an individual based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.” – Personalbrand.com

**“Personal Brand is what people say about you when you leave the room”** – Jeff Bezos, Founder, Amazon.com

# Creating your Personal Brand



- What am I passionate about?
- What am I good at?
- What makes me credible?
- What are my Personal Brand goals?

[LinkedIn Branding](#)



# Key steps in creating and maintaining your Personal Brand

- Personal evaluation – know yourself!
- Define your target audience – align yourself for success!
- Create your personal brand strategy
  - Communication plan
  - Social media
- Constant Assessment
  - What must I **keep** doing?
  - What must I **stop** doing?
  - What must I **start** doing?

# Brand Attributes exercise

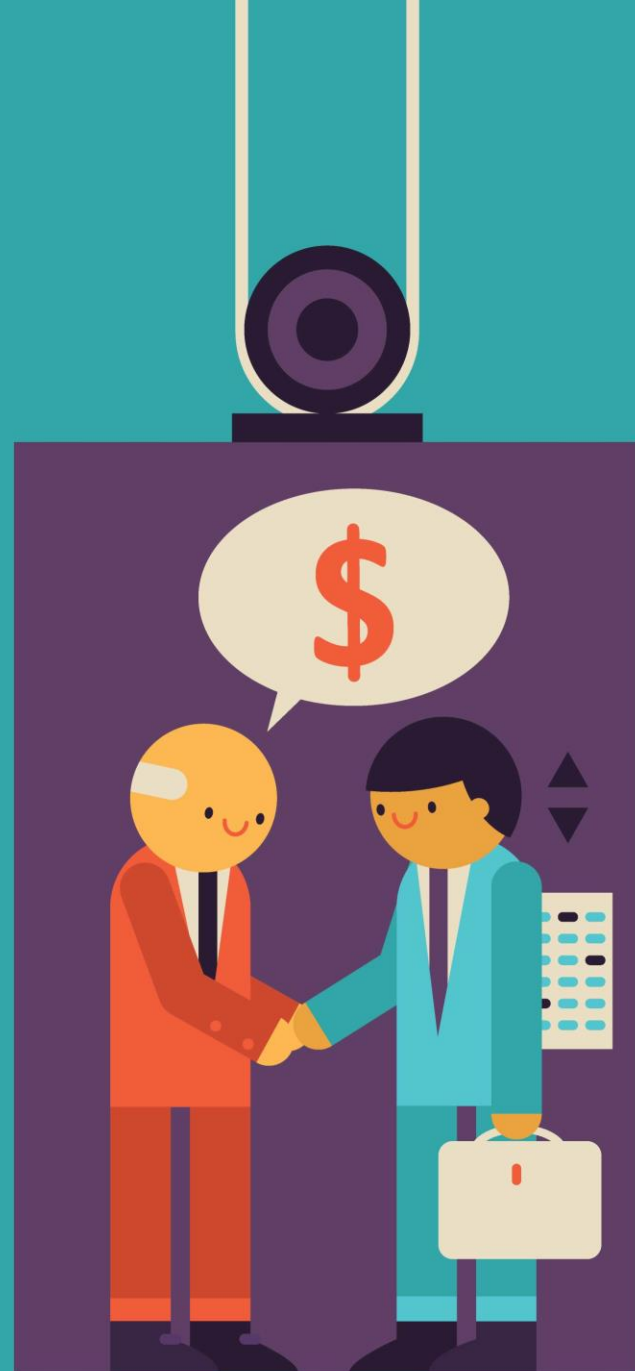
Brand Promoters



Brand Detractors



**Self awareness is key!**



# Elevator Pitch

Elevator Speeches or Pitches, are not just for elevators anymore...

- Perfect for networking
- “Tell me about yourself” question during interviews
- Or simply sitting down to chat with a potential friend, colleague, or new hire

Let's try a little exercise!



# Elevator Pitch – Exercise

## Minutes 1-5:



### What do you want others to know about you?

1. Take a blank sheet of paper, and write down every little thing you would want someone you meet to know about you.

2. If you are stuck or uncomfortable about bragging about yourself, try asking yourself questions such as:

- *What makes you different in your field?*
- *How do you stand out?*
- *What benefit would you like to bring to the world?*
- *If you're considering a career change, how do your current skills and experiences relate to where you want to be?*



# Elevator Pitch – Exercise

## Minutes 6-9:

### Sticky Note!

*What do you do? Why does it matter? Why do you do it? What's next?*

1. Start with a short description of what you do
2. Then think about how your work affects others
3. Next add your reason for doing it
4. Finally, especially if you are job searching or looking to gain something from the interaction, mention what's next.

# Elevator Pitch – Exercise

## Minutes 8-13:

### Speak it Out Loud!

1. It's more powerful to use simple, straightforward ways to describe your role. For instance, replace "strategic insight" with "help businesses identify new ideas or products to better serve their customers."
2. Place the sticky note somewhere accessible such as your desk or wallet, look it over everyday, and then start integrating it into your conversations!
3. You may need to tweak it from time to time, however this will provide a solid foundation.





# 4 Steps to the Perfect Profile



# LinkedIn Tips – Put your best face forward



## Step 1

Put your best  
face forward

- Choose a photo that looks like you
- Put your face in the center of the frame
- Practice your facial expression
- Wear what you'd wear to work
- Choose a nondistracting background



# Twelve profile pictures done right



**100**

# LinkedIn Tips – Write a headline that's all you



Step  
2

Write a  
headline that's  
all you

- Make it quick
- Make it catchy
- Make it you





# These headlines stand out!



Hugh Chaball

Connecting data brains  
with data sets that create  
economic opportunity  
around the world

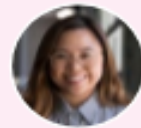
San Francisco Bay Area



Margeurite Parrente

@ResearchGoddess  
and Unicorn Wrangler  
at Hewlett-Packard

Greater Seattle Area



Ava Jones-Frost

Recruiting Evangelist |  
It's only the beginning  
@ Flexis

San Francisco Bay Area



# LinkedIn Tips – Create a summary that tells your story



## Step 3

Create a summary that tells your story

- Make it about you
- Tell a story
- Write in the first person




stand for justice



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Nikki Ivey · 2nd 

B2B Sales & Marketing Leader/DE&I Activist/  
Speaker/Believer in the Power of Community

Metro Jacksonville · 500+ connections · [Contact info](#)



Emtrain



University of Nebraska at  
Omaha

## About

I'm a skilled communicator with a passion for prospecting and the social savvy to turn relationships into revenue. With a decade of sales experience, I motivate sales reps to build their brands and break through to buyers with authenticity and empathy. I don't chase leads. I attract leaders.

"So when are you gonna get out of sales and pick a professional career?" My well-meaning mother's been saying this for the last 10 years or so and my response is always the same: Sales IS a profession. It's a career that has allowed me to develop into a woman who is dynamic, self-assured and armed with a resolve which has been tried and tested. I've been fortunate to have worked with companies at the forefront of their industries and have been able to learn from innovators and visionaries who have helped me on my way to become one myself. As a student of communication, it's been important to me to develop the kind of skills which elevate the art form and apply them to sales in a way that breaks down barriers, strips away veneer and cuts through to the most raw form of customer/consultant interaction: Finding out what people want and fearlessly going after it for them. As a salesperson, I'm a trusted adviser, an

# LinkedIn Tips – Build credibility with references



## Step 4

### Build credibility with references

- Aid their memory
- Highlight your abilities
- Make it personal





## Gabe Naftolin

Fueling Global Sales @ Linkein with Top Talent.  
Lover of stories

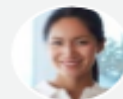


### Mario Manochio

SP&PR Corp.

Kevin worked with Gabe

Once the Sales Group contacted me for one of their positions they had posted, I met Gabe shortly after for an initial screening meeting. Thanks to Gabe's keen ability to match clients' needs with job seeker's requirements ... and I mean to EXACTLY match ... I was expedited to the first interview with the company. Gabe's coaching and professional advice during our engagement allowed me to advance through the interview process quite efficiently. He even followed up with both parties, and personally met me for reviews – even though he had broken his leg the previous week! Now here's the guy who will hobble the last mile for you to ensure you get hired!



### Sandra Deamer

Lead Software Dev at Flexus

Sandra was a client of Gabe's

Gabe is an excellent technical recruiter. He helped me with a recent job replacement and I am very happy with his service. Gabe always gave me feedback from my employer from time to time during the recruiting process. He also followed up to make sure I was happy with the environment and advancing in my career. I highly recommend him to anyone seeking a new opportunity.

# LinkedIn Tips – Wrap-Up



In summary,

this is what I  
hope you learned.

1. Write a comprehensive and engaging profile
2. Highlight your experience in the Summary
3. Use your resume to write the experience section
4. Showcase your skills
5. Include accomplishments

# Upcoming Events

## October

- Mentor/Protégé Connect
- Mentor/Protégé Fall Social
- Webinar #4 Managing Up

## November

- Mentor Program Wrap-up
- Veteran Tribute 5K
- Mentor Program Recognition
- Webinar #5 Executive Presence

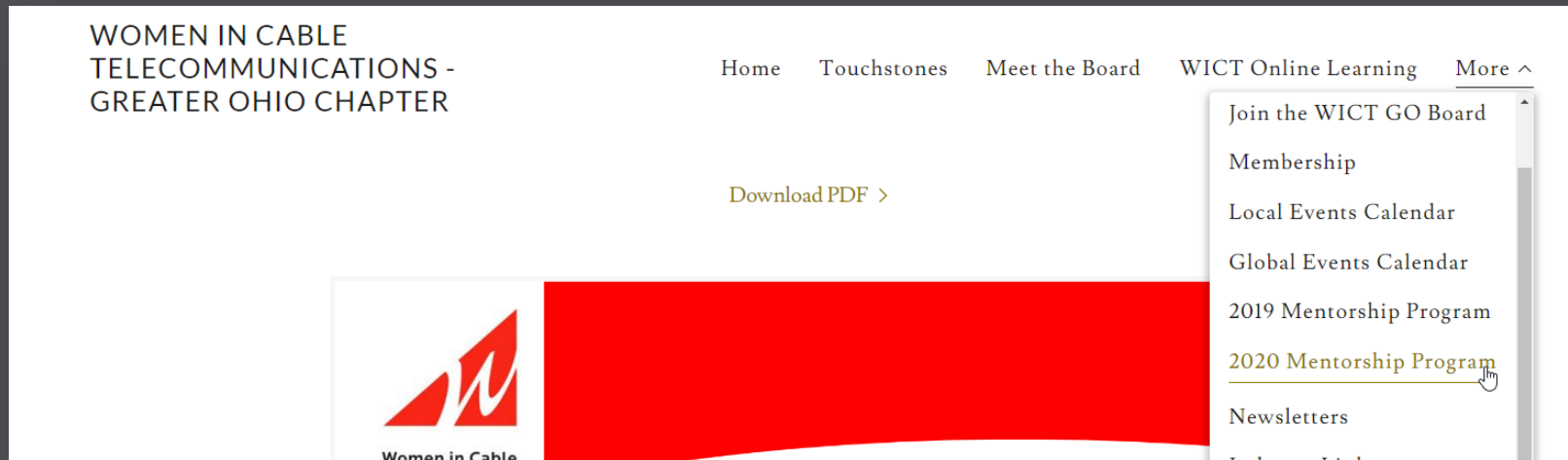
## December

- WICT Greater Ohio End of Year Event

# 2020 Mentorship Program Document Repository

Locate mentorship information, download PDF handouts of webinar presentations, Mentor and Protégé toolkit, Conversation Prep Sheet and more!

<https://wictgreaterohio.org/2020-mentorship-program>




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TELECOMMUNICATIONS -  
GREATER OHIO CHAPTER

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Women in Cable





# Thank You for Participating!

**QUESTIONS?**



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