

What is Branding?

The feel, the attitude, the message...

Apply 3 descriptive words to each symbol



I like this brand because....

So...what is "Brand Me"

How you represent & express yourself:

... work style

... attitudes, qualities

... behaviors

... values

... results

... guiding principles

... the experience you've compiled over time



Branding Elements

- Your Origin Story
- Your “through-line”
- Mission or purpose statement
- A mantra or motto
- GPPS – guiding professional principles statement
- Symbol
- Theme song
- Attributes – (personal qualities)
- Capabilities, skills, Talent, collective experience
- Personal Values

Reinvent! Renew! Refresh! Recharge!

Assessing Your Personal Power

Personal Power comes from...owning and valuing your *authentic* self
=> a **personal force** that manifests into your **unique voice**...and way of
behaving, interacting with the world.

Building Block #1: The Distinct You – Your Origin Story

What makes you distinct?

What were your influencers?

Discovering your “though-line” – what are some recurring themes
about yourself/ interest, passions, what gave/gives your
energy...where do you shine?

- *Retrospective exercise*
- *Influencers*



Life Influencers - What Shaped Me

- Family (culture, gender)
- Natural Wiring: personality, left/right
- Social Development
 - Hobbies
 - Neighborhood
 - Spiritual
 - Schools
 - Regional
 - Country of origin
 - Generation
- Work Life
 - Jobs
 - Industry
 - Bosses
 - Company



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Exercise 2: Life Experience - What have you learned?

Work experience

What energizes you?

What do you love to do?

Skills I can do

Skills that give me joy & energy

What are your most enjoyable activities to do in your work?

See additional worksheets

Questions to consider...

- Are you comfortable with who you are?
- Are you suppressing anything? ...your personal power? Uncomfortable with it? Devaluing anything? Appreciating it and the contributions it can make?
- How can you embrace, increase, amplify your personal power?...gifts & talents?





Branding Elements

Vision - Mission - Purpose

Do you have a sense of mission / purpose?

What are **Values**?

What are your “core values”?

The Management 3.0

BIG VALUES LIST

Acceptance	Creativity	Flexibility	Modesty	Self-control
Accessibility	Credibility	Fluency	Motivation	Self-discipline
Accomplishment	Cunning	Focus	Narcissism	Self-reliance
Accountability	Curiosity	Frankness	Open-mindedness	Sensitivity
Accuracy	Daring	Freedom	Openness	Serenity
Achievement	Decisiveness	Friendliness	Optimism	Service
Adverseness	Dedication	Friendship	Order	Sharing
Adaptability	Dependability	Fun	Orderliness	Silliness
Adventure	Determination	Generosity	Organization	Simplicity
Aesthetics	Devotion	Gratitude	Originality	Sincerity
Agility	Dignity	Grown	Outlandishness	Skill
Alertness	Diligence	Happiness	Outrageousness	Solidarity
Ambition	Directness	Harmony	Passion	Speed
Appreciation	Discipline	Health	Patience	Spirituality
Approachability	Discovery	Helpfulness	Peace	Spontaneity
Assertiveness	Discretion	Heroism	Perceptiveness	Stability
Attentiveness	Diversity	Honesty	Perfection	Status
Availability	Dive	Honor	Persistence	Stealth
Awareness	Duty	Hopefulness	Persistence	Stewardship
Balance	Dynamism	Hospitality	Persuasiveness	Strength
Beauty	Eagerness	Humility	Philanthropy	Success
Benevolence	Education	Humor	Playfulness	Support
Boldness	Effectiveness	Imagination	Pleasure	Sympathy
Bravery	Efficiency	Impartiality	Power	Synergy
Bribeance	Elegance	Independence	Pragmatism	Teamwork
Calmness	Empathy	Ingenuity	Precision	Thankfulness
Camraderie	Encouragement	Initiative	Preparedness	Thoroughness
Canor	Endurance	Innovation	Privacy	Thoughtfulness
Capability	Energy	Inquisitiveness	Proactivity	Thrift
Carefulness	Enjoyment	Insightfulness	Professionalism	Timeliness
Caution	Entertainment	Inspiration	Prudence	Tolerance
Change	Enthusiasm	Integrity	Punctuality	Tranquility
Charity	Equality	Intelligence	Purposefulness	Transcendence
Cheerfulness	Excellence	Introversion	Rationality	Trust
Clarity	Excitement	Intuitiveness	Realism	Trustworthiness
Cleanliness	Experience	Inventiveness	Reason	Truth
Cleanness	Expertise	Joy	Reflection	Understanding
Collaboration	Exploration	Justice	Regularity	Uniqueness
Commitment	Expressiveness	Kindness	Reliability	Unity
Compassion	Extroversion	Knowledge	Resilience	Valor
Competence	Exuberance	Leadership	Resolution	Variety
Concentration	Fairness	Learning	Resolve	Vigor
Confidence	Faith	Liberty	Resourcefulness	Vision
Conformity	Faithfulness	Logic	Respect	Vitality
Consistency	Family	Love	Responsibility	Warmth
Contentment	Fearlessness	Loyalty	Responsiveness	Willfulness
Cooperation	Ferocity	Mastery	Restraint	Wisdom
Courage	Fidelity	Maturity	Rigor	Witness
Courtesy	Fierceness	Meticulousness	Sacrifice	Wonder
Craftiness	Fitness	Mindfulness	Security	Zeal

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Intentional Branding

G.P.P.S. = **Guiding Professional Principles Statement**

This is a description of:

__ how you want to be

__ represent yourself professionally

__ what you intentionally want your brand to express and look like

Simple Branding Framework



Mission - Purpose

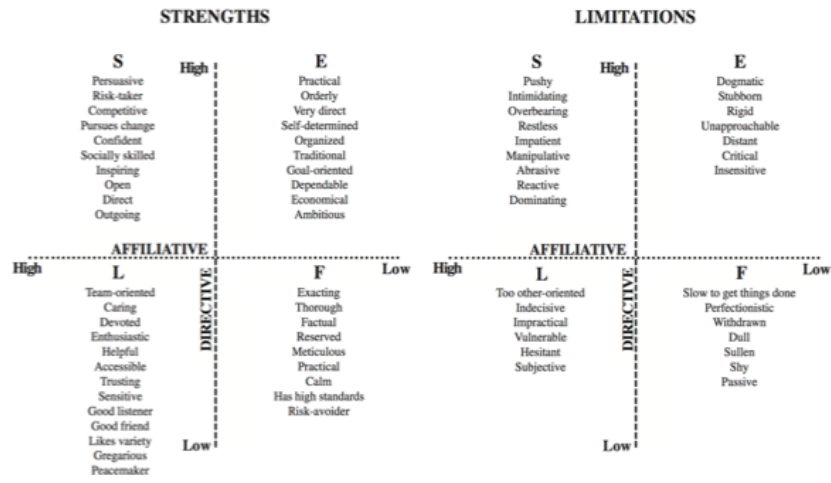
GPS | Guiding Principles statement

Summary phrases...key statements

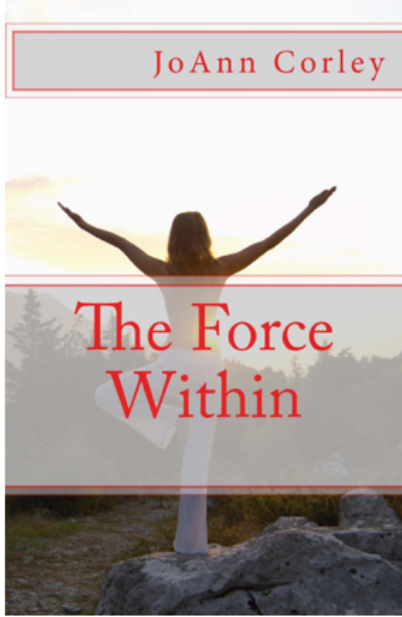
- ✓ I Believe
 - ✓ I Value
 - ✓ Therefore...I will....
-

Self Characteristics

Below are some characteristics that can be used to describe the tendencies of each dimension of the SELF.



JoAnn Corley



The Force Within

<https://app.box.com/s/mtxa6pchwwgdux77qp90vbdoa09cp661>

Are You on Lock Down?

<https://joanncorleyspeaks.blogspot.com/2021/01/are-you-on-lock-down.html>

You Are the Messenger

<http://joanncorleyspeaks.blogspot.com/2009/11/it-all-begins-with-you-you-are.html>

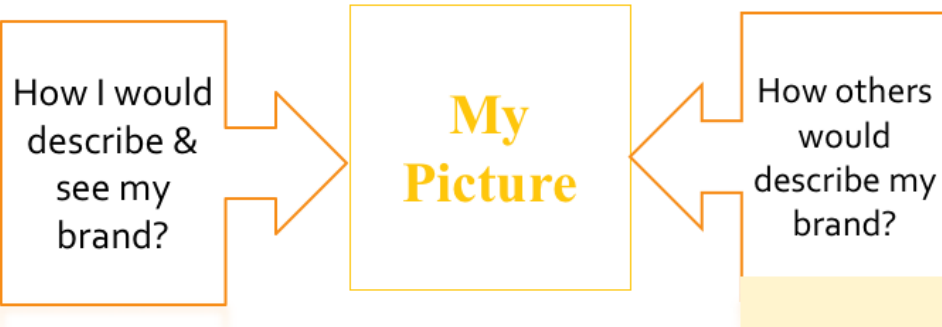
Leading through Authenticity



- How do you define leadership?
- How can/do you lead from your brand?

Reinvent! Renew! Refresh! Recharge!

Assessing My Brand-Image



Any discrepancies?
Desired changes?

How Personal Perception is Formed

E=> **T=>** **F=>** **D=>** **B=>** **Results**
Events **Thoughts/Triggers** **Feelings** **Decisions** **Behaviors** **(Say and Do)**

[Unique Lens]

Personality
Values
Beliefs
Life Experience &
Conditioning
Knowledge Base

How you see or describe a situation to yourself => the story you give it!

{ Your "internal" dialogue }

Shapes your identity

Self esteem
Self worth

Your lens = Your world

Your Branding Experience



Roots and Evolution

Evolving your brand:
Adding new skills
Adding new knowledge
Adopting a new identity – role changes

Repairing a brand

Reinvent! Renew! Refresh! Recharge!

Summary...and where do we go from here...?

- Are you comfortable with your personal, distinct power?
 - Are you suppressing it? Uncomfortable with it? Devaluing it? Appreciating it and the contributions it can make?
 - How can you embrace, increase, amplify your personal power?
 - What brand management strategy (strategies) will you adopt?
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