

PATHBUILDERS®
PERCEPTA®
FALL 2024

MANAGING YOUR PERSONAL BRAND

OCTOBER 2024
SESSION ONE



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PERCEPTA CONNECTION: BUILDING RELATIONSHIPS WITH YOUR PEERS!

Welcome to the Percepta Connection, your time each month to meet new people and engage in thought-provoking conversation to tee up your thinking about the workshop topic!

Before you begin, mentees: **flip to your Relationship Journal in your program manual!** Take note of your new relationships, why you might want to stay connected, and fun facts about your new connections!

PERCEPTA CONNECTION CONVERSATION STARTERS

Choose one of these conversation-starters to discuss in your breakout!

- **Current:** As opportunities begin to open up in your organization, what are the skills and experiences that appear to be most valued? Are there certain departments or functions that are growing more than others?

- **Topical:** Is there an “It” Factor in your organization? How would you describe the look or the behavior of senior leaders? If so, what is it? Are there recognizable traits of your senior leaders?

- **Fun:** What is the dress code in your org? What are leaders wearing these days? In this hybrid working environment, what are the norms? Are suits alive and well or gathering dust in the closets?

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IT'S NOT ENOUGH FOR YOU TO KNOW HOW GREAT YOU ARE

- Decisions about your career are often made when you are not in the room
- Managers rely on both objective and subjective information to compare and assess employees
- You must position yourself for growth and opportunities—your brand matters!

WHAT IS A BRAND?

- *Webster's Dictionary* defines “brand” as “a trademark or distinctive name identifying a product or service”
- “A brand is a promise. By identifying and authenticating a product or service, it delivers a pledge of satisfaction and quality.” ~Walter Landor

WHAT IS A PERSONAL BRAND?

- Emotions and ideas – when you enter a room or when your name is mentioned
- Perceptions of past performance used to predict your future performance

Brand Truth #1
Consistency is the basis
for your brand

Brand Truth #2
Experience tops advertising
...every time

NOTES

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THE MODEL: PERSONAL BRAND

- Being branded a solid contributor is “baseline”
- Your ability to differentiate yourself relies on:
 - Engagement with others
 - Self-awareness **and** organizational awareness
 - Consistency with “valued” behaviors



PERFORMANCE

- Baseline - track record, getting it done, technical knowledge, and character
- Brand Builders - how you achieve results, team orientation, and taking on more

IMAGE

- Baseline - appearance and proximities, behaviors, and network of peers
- Brand Builders - appearance, engaging others, and confidence

COMMUNICATION

- Baseline - message, actions and impact, and delivery
- Brand Builders - connecting, poise, and clear, concise messaging

PRIORITY MANAGEMENT

- Baseline - conscious choices of time management, maintaining general health and well-being, and family/life issues
- Brand Builders - discussing trade-offs and “prior commitments,” maximizing impact, and managing crises

NOTES

MANAGING PERCEPTIONS

For each of the four areas of your personal brand, reflect on how you are believed you are perceived by others, and contemplate how you would like to be perceived. Next, seek feedback from others to understand how they perceive each of the four areas of your brand. Then, review the feedback you received and compare it to your “ideal” brand to identify what gaps exist, and determine where you need to focus to close those gaps.

	How I believe I'm perceived	How I would like to be perceived	How I am perceived by others	Gaps and areas of focus
				
				
				
				

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PERSONAL BRANDING IS IMPACTED BY OUR ONLINE PRESENCE

- 2-D representation of ourselves speaks volumes
- The master of technology is the master of the meeting
- Welcoming others into our personal spaces

SELF-AWARENESS IS CRITICAL

- Be aware of how you are perceived in each key area
 - Performance, Image, Communication, and Priority Management
 - Online presence
- Seek specific feedback from others, both formally and informally
- Assess gaps relative to how you're positioning yourself
- Consistent behavior defines your brand

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INTROSPECTIVE EXERCISE

Take time to rate your effectiveness in these areas, then identify 2-3 specific actions you will take this month to grow as a leader.

	ALREADY EXCELLING	ON TRACK, BUT CAN IMPROVE	AREA TO FOCUS ON
UNDERSTANDING MY BRAND			
I am aware of how others in the organization perceive me.			
My brand aligns with my organization's brand.			
My brand positions me for increased responsibility in the organization.			
PERFORMANCE			
I am comfortable speaking about my record of success.			
I know and can articulate how my strengths / talents are contributing to my accomplishments.			
I am comfortable stepping outside my comfort zone.			
I am team-oriented – leading, developing, and managing conflict.			
IMAGE			
I know how my appearance supports my brand, and I have an appropriate wardrobe.			
I consciously choose how to look each day.			
I am aware of how others would describe my behaviors.			
I consider how my brand is impacted by my network.			
COMMUNICATION			
I am keenly aware of the importance of how I communicate in verbal, written, and face-to-face interactions.			
I take advantage of opportunities to talk with senior leaders in my organization.			
I am comfortable translating complex data into meaningful information for others to digest.			
PRIORITY MANAGEMENT			
I arrive on time and prepared.			
I am aware of what situations cause me to feel stress and have a strategy to manage my emotions.			
I am intentional with what I “bring to work” from my personal life.			
I build back-up plans to manage the unexpected.			