

PATHBUILDERS[®]
MANAGE

FALL 2025

**MANAGING YOUR
PERSONAL BRAND**

**OCTOBER 2025
SESSION ONE**



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MANAGE CONNECTION: BUILDING RELATIONSHIPS WITH YOUR PEERS!

Welcome to the MANAGE 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 Log in your program manual!** Take note of your new relationships, why you might want to stay connected, and fun facts about your new connections!

MANAGE 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? Is anyone wearing suits today?

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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 - maintaining consistency across assignments, how you achieve results, 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 - creating connection, poise, and having clear, concise messaging

PRIORITY MANAGEMENT

- Baseline - conscious choices of time management, maintaining general health and well-being, and managing family/life issues
- Brand Builders - comfort 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 |
|---------------|-----------------------------|----------------------------------|------------------------------|-------------------------|
| Performance | | | | |
| Image | | | | |
| Communication | | | | |
| Priority Mgmt | | | | |

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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

KEY TAKEAWAYS

- You have a unique brand that's "owned by" others, remember—consistency builds your brand and experience tops advertising
- Be aware of how you are perceived in each key area
 - Performance, Image, Communication, and Priority Management
 - Online presence
- Your *brand promise* impacts your career opportunities

NOTES

