

MANAGING YOUR PERSONAL BRAND

WORKSHOP ONE

OCTOBER 2025

CONCEPTS & LEARNINGS

- Your personal brand and professional image are the sum of how others in the workplace perceive the experience of working with you. Perception is reality, so it's essential for you to manage that perception.
- A tremendous number of decisions about your career are made when you are not in the room. In these situations, your "brand" is in the room.
- Understanding how you are perceived and then thoughtfully behaving in a way that influences those perceptions are the cornerstones of building a powerful personal brand.
- Consider this model for managing your personal brand:
 - Performance – your track record as a performer, technical skills/knowledge base, character
 - Image – your outward appearance and behaviors, the breadth and depth of your network
 - Communication – clarity and consistency of your communications, your style, your interpersonal conversations
 - Priority management – the ability to maintain a healthy lifestyle, balance competing priorities, and focus your energy to flawlessly manage crises
- In today's work environment, your online presence has become a key element of your personal brand. Consider how you are 'showing up' not only in-person but also in the online world.

IN YOUR MENTORING GROUP

Program Timeline - Building Trust

As we discussed in Mentee Kick-Off, growth comes from discomfort—so getting to vulnerable is job #1. You will not open up if you don't trust your group and feel trusted in return.

MANAGE creates an opportunity for you to discuss challenges that you're facing in your workplace, especially if you need help getting around an obstacle. Maybe you are not connecting with a peer who you rely on to move your key project forward. Perhaps your voice is not being heard when important decisions need to be made. Or, you have choices to make about issues that impact your career. Your Mentoring Group is the place to turn for sound advice and insight.

So, ask yourself...

- Does my group feel like a safe space for discussing my challenge?
- Am I ready to be vulnerable with my peers?
- What could we do together to help us deepen our trust with one another?

Share your responses with your peers and Mentor and discuss your plan for building trust.

Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships."

- Stephen Covey

PREPARE FOR WORKSHOP TWO

Building Credibility & Influence - Wednesday, November 19, 1:00-3:30 P.M. ET

Take some time to think through:

- When you hear someone in your organization referred to as being "influential," what characteristics come to mind? Do you consider yourself to be influential? What outcomes would you like to influence?
- Would others think of you as being credible? Do you have specific areas of expertise?
- Who are the key people in your network? At your level? Above and below your level?
- Describe someone in your organization who is a great communicator. What causes you to think of them?