

# PERSONAL BRANDING

## PARTICIPANT GUIDEBOOK



THE AMERICAN ACADEMY OF ETIQUETTE, INC.



# Personal Branding Course Framework

## Module Purpose:

To understand your current personal brand and look for ways to enhance and set an intention to create a new one.

## Module Promise:

You will leave inspired and motivated by a clear personal brand statement. You will leave this presentation ready to transform your brand.



*01* Steps to Achieve a New Mindset

*03* Think of Yourself as a Brand

*06* Your Reputation and How You are Perceived

*12* Social Media and Your Personal Brand

*13* Do You Share Too Much Information at Work?

*14* Office Party Etiquette

*15* Write Your Personal Brand Story

# Your Personal Brand – Steps to Achieve a New Mindset

A dynamic brand takes time to establish, an effort to maintain, constant attention, has a very long life span, and follows you wherever you go. Setting an intention for your brand, and given today's speed at which everything goes viral, honing and paying attention is imperative. Your personal brand matters.



Jeff Bezos, the founder of Amazon, was famously quoted as saying, “Your brand is what people say about you when you’re not in the room.”

Today’s Adventure and Our Promise  
You Will Up-level Yourself by:

Relaunching, Reprogramming, and Rewriting  
Your Personal Brand as it Exists Today

## Definition of Branding

Branding is an instant identifier of a product or service by which it becomes known, used, or trusted by the consumer. Successful branding defines the brand from all others. It makes the consumer believe there is no other product or service quite like it. The most successful brands create recognition and loyalty with their customers.

## 8 Factors of a Personal Brand for Career Enrichment and Growth

- Communication Skills | Non-verbal and Verbal
- Professional Presence
- Your Emotional Intelligence and Self-Awareness
- Taking Initiative
- Empathy in the Workplace
- Focus on What Matters
- Building Your Network
- Getting Along Across the Generations

## *Step #1*

Think of Yourself and Your Skill Set as a Brand

## *Step #2*

Yes, You can be Authentic

## *Step #3*

Identify Who You are Today and How You can be  
an Even Better Version of Yourself

## *Step #4*

Write Your Brand Story as it Exists Today

## *Step #5*

Plot and Set Intentions of Who YOU Choose to Be

## *Step #6*

Open Your Mind to Opportunities | It is All in the Details

## *Step #7*

Pull it Together and Write Your New ENHANCED Personal Brand

# Think of Yourself as a Brand



There's nothing  
accidental about  
a brand that  
catches your  
attention.

What is the first brand that comes to  
mind when you see:

Just Do It  
A Family Company  
The Ultimate Driving Machine  
The Quicker Picker Upper  
What's in Your Wallet?  
Membership Has Its Privileges

What comes to mind when you think  
about the following brands:

Starbucks  
Apple  
Comcast  
Peloton

## Top Three Influencers

First, let's take a look at the top THREE  
BRAND INFLUENCERS in today's  
marketplace.

These are household names: Amazon,  
Netflix, and YouTube

### Amazon

We shop whenever we choose. Constantly  
evolving with product offerings and  
shipping options.

### Netflix

We can "binge watch" when we want, at  
any time and any place. We can also  
choose our favorite genre to binge.

### Google

Google is worth \$1 trillion. Google realized  
the "G" in their logo was not as easily  
recognized or translated well on our  
mobile devices. In 2018, Google changed  
to a different "G." Point: If Google can  
tweak its brand to meet the needs of the  
end user, so can you.

Let's create your new personal brand with intention.

A PERSONAL BRAND IS WHAT YOU REPRESENT AS A PERSON IN THE WORKPLACE. IT IS YOUR REPUTATION. YOUR "BRAND" IS HOW OTHERS SEE YOU OR EXPERIENCE A RELATIONSHIP WITH YOU.

- YOU are your greatest asset
- Your persona is your paycheck
- Your style is your strategy
- Now is the time to be outstanding
- I will guide you on how you are perceived by others

You need a strategy for your personal brand.

The result is a personal brand message that arrives the moment you walk into the room.

Your confidence and clarity will shine.



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The more experience you have, whether it is negative or positive, the richer and fuller your life or your career will be.



## Live Out Your Brand with Intention

### Critical Thinking Exercises:

- How Are You Perceived
- Advantage Exercise
- Personal Brand As It Exists Today
- List of Personality Traits

Every aspect of your career, including who you associate with, the emails you send, and how you dress, are all aligned. Align your thoughts, words, and actions.

What is your personal brand? Take a moment to write out your brand statement as it exists now. Consider your communication skills, work ethic, leadership qualities, the way you dress, etc.

The objective is to build your brand with a plan before someone else chooses or defines a brand for you.

To get you started, listed below are positive traits and skills which HR professionals consider to be important:

- Communication skills (both written and presentation)
- Strong work ethic
- Ability to inspire and motivate others
- Leadership skills
- Team player
- Adaptability
- Creativity



# Your Professional Reputation: How Are You Perceived?

Let's discuss the traits and behaviors of someone competent and confident in their abilities at the workplace.

This might be someone in your company, online, or in the community.

Review the list of personality traits in the guidebook and answer the questions about how you are perceived.

\*\* The list of personality traits in the guidebook and a blank page will be provided for you to write your personal brand statement.

# What Are Your Personality Traits?

|                  |             |                                |
|------------------|-------------|--------------------------------|
| Accomplished     | Accurate    | Efficient                      |
| Committed        | Advocate    | Patient                        |
| Detailed         | Ambitious   | Professional                   |
| Eager            | Appropriate | Functions with purpose         |
| Empathic         | Analytical  | Passionate                     |
| Determined       | Assertive   | Open minded                    |
| Enthusiastic     | Bold        | Resilient                      |
| Flexible         | Charismatic | Resourceful                    |
| Good listener    | Confident   | Responsible                    |
| Quick learner    | Curious     | Reduced (ie budget, work load) |
| Strong           | Dedicated   | Under budget                   |
| Exceptional      | Accountable | Self- starter                  |
| Good             | Hard worker | Integrity                      |
| Excellent        | Helpful     | Improved strategies            |
| Outstanding      | Intelligent | Increased sales                |
| Effective        | Intuitive   | Supportive                     |
| Driven           | Honorable   | Adapts to change               |
| Tenacious        | Innovative  | Team player                    |
| Dresses the part | Motivator   | Technically capable            |
| Willing and able | Optimistic  | Well spoken                    |

# How Are You Perceived?

1. How would you like others to describe you?

2. What is your reputation?

3. Do you realize your value?

## Quality Questions to Ask Yourself

1. Think about your accomplishments. Write down the ones that you are most proud of.

2. What makes you different or stand out?

3. What challenges have you overcome?

4. What traits have helped you the most?

5. What motivates you?

6. What do I want to be known for?

7. What makes me feel great about the work I do?

## Quality Questions to Ask Yourself

8. What comes naturally to me? Analytics?  
Creating? Writing?

9. If you were going for a teaching degree, what  
would you teach?

Let's discuss the traits and behaviors of someone competent and confident in their abilities in the workplace.

1.

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2.

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3.

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4.

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5.

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# Social Media and Your Personal Brand

You want your online presence to reflect who you are and your capabilities. Are you proud of your social media posts?

Twitter  
Facebook  
Instagram  
TikTok  
YouTube  
Snapchat  
Tumblr  
Pinterest  
Flickr  
Vimeo  
Reddit

## Remove:

Inappropriate photos  
Excessive drinking photos  
Comments with expletives or negative comments about others  
Overuse of selfies

## Replace Them With:

Professional photos  
Positive and appropriate content  
Photos and copy that highlights your professional interests  
Photos of you at industry events



# Do You Share Too Much Information at Work?



Many of us spend a lot of time at the office. We often spend more time at the office than with our family. It is hard not to share and tell stories about your weekend rituals and activities.

**When and where should you draw the line?**  
**Are others really that interested?**

Understandably, you want to share with other co-workers, but be selective with whom you share your life details because not everyone is trustworthy (nor does everyone need to know). You do not want your life story to be the topic of office gossip.

When sharing too much information, you may be sending a non-verbal cue that you lack leadership and the necessary skill of responsibility that goes along with it. Sharing too much personal information that exposes a vulnerability can diminish your authority with your supervisors.

When you ask a co-worker about their weekend, it shows common courtesy. If you are the co-worker being asked, a simple "It was great, I saw the latest Star Wars film and loved it!" is perfectly fine.

If you give a thirty-minute run down and a list of your snacks, it may be too much. Remember you are at the office to work and create.

**What is Acceptable to Share with Your Co-Workers?**

Find a balance between being friendly to TMI.

Two points to consider:

- Your purpose in being there is to work
- Avoid being the topic of office conversation (who are you dating, problems at home, health, etc.)

It is perfectly fine to let your co-workers into your life. For example, you may talk about your child excelling in math or that you are going on a yoga and hiking vacation with your best friend.

Topics to avoid: your political views, problems at home, health issues, and your dating life.

These are all suggestions. Ultimately, you decide what is right for you. Remember, once you start sharing about yourself, it is difficult to change someone's perception of you.

# What Happens at the Office Party Does Not Always Stay There

Office parties, national conferences, and networking events are an important part of your brand.

Often as business etiquette experts, we are called by HR to speak about office party etiquette. This can be a career-limiting move if you do not handle yourself well at company functions.

Office parties can be fun since it is a great time to relax and enjoy spending time with your co-workers.



Here are ways to keep your reputation intact at workplace events and parties:

- Don't drink too much. There is a time and place for everything; limit your intake at an office event.
- Do not treat this as going out with friends. This is not the place to look for a date for next weekend's party. Office romances can be disastrous.
- Elegant attire, depending on the setting, is perfectly acceptable. Sparkles and colors may be worn, as long as the outfit is not see-through or too tight.
- Don't tell inappropriate jokes.
- Put your phone away and be social.
- Don't bring uninvited guests. If the invite says "plus one" or the name of your partner or spouse, then, by all means, join the event as a couple. When in doubt, ask.
- If you do bring a guest, consider their reputation and demeanor.

## Your Personal Brand Statement

# Notes

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