

WHAT IS YOUR STORY? HOW YOUR PERSONAL BRAND CAN DRIVE BUSINESS

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THOMSON REUTERS

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"YOUR BRAND IS WHAT PEOPLE
SAY ABOUT YOU WHEN YOU'RE
NOT IN THE ROOM"

- JEFF BEZOS

SMARTTM
Technologies

ATCO

Deloitte.



Bennett Jones

WHAT IS A PERSONAL BRAND?

Branding +

- outlet for passion
- competitive differentiator
- thought leadership - content production
- behavioural check & balance

= Success

“BRANDING TODAY IS AS MUCH ABOUT CONSISTENTLY DELIVERING ON YOUR PROMISE AS IT IS ABOUT DIFFERENTIATION. YOU HAVE TO POSITION YOURSELF IN UNIQUE WAYS IN ORDER TO STAND OUT FROM OTHERS. YOU HAVE TO MEET ALL OF THE SUBCONSCIOUS EXPECTATIONS AND GO BEYOND THE MUNDANE TO TRULY IMPRESS.”

-DANIEL BLILEY OF THE PARKING APP PASSPORT

WHY NOW?





DEFINE YOUR BRAND

- **WHAT DO YOU WISH FOR YOUR BUSINESS TO ASSOCIATE WITH YOU WHEN THEY THINK OF YOUR NAME?**

IS THERE A CERTAIN SUBJECT MATTER IN WHICH YOU WANT TO BE PERCEIVED AS AN EXPERT?

ARE THERE GENERAL QUALITIES YOU WANT LINKED TO YOUR BRAND?

A STRONG PERSONAL BRAND GOES BEYOND
WHAT'S SEEN AND SAID ON THE SURFACE TO
A DEEPLY AUTHENTIC EXPRESSION OF
VALUES, PURPOSE, AND CONTRIBUTION—
ALL BACKED UP BY ACTION.

- KAREN LELAND, AUTHOR OF *THE BRAND MAPPING STRATEGY*
AND CEO OF STERLING MARKETING GROUP



8 TIPS FOR CREATING A PERSONAL BRAND

1. START THINKING OF YOURSELF AS A BRAND (PERSONALLY OR PROFESSIONALLY)
2. JOIN SOCIAL NETWORKS
3. USE YOUR COMPANY'S BRAND FOR LEVERAGE
4. FIND WAYS TO PRODUCE VALUE
5. BE PURPOSEFUL IN WHAT YOU SHARE
6. ASSOCIATE WITH OTHER STRONG BRANDS (OTHER THAN YOUR COMPANY)
7. BE CONSISTENT & GENUINE
8. REINVENT

ASSIGNMENT

Take 20 minutes, think about and write down the following:

- 5 things you like to do
- 5 things you are good at (not necessarily the same as the things you like to do)
- 3 people who have influenced you
- 3 accomplishments of which you are most proud

Share your answers with a partner

- Working together, try to find the common themes in each of your answers to the questions above.
- The commonalities between your interests, accomplishments and influencers will help to define your most authentic self.

Homework

- Find three LinkedIn Groups to join and share
- Who on Twitter should you follow, or blogs should you subscribe to?
- Come up three pieces of content you can share or create to start building your own brand.

A BRAND IS A STORY
AND A PROMISE....
WHAT'S YOURS?

ADDITIONAL RESOURCES

1

Personal Branding
in One Hour For
Lawyers – ABA

2

Personal Branding
Is A Leadership
Requirement, Not
a Self-Promotion
Campaign

QUESTIONS?
COMMENTS?

THANK YOU!