

THE BRAND OF YOU: HOW TO PROMOTE YOURSELF FOR PROFESSIONAL SUCCESS



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**NAVIGATING NEW PATHS
NALP ANNUAL
EDUCATION
CONFERENCE
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Your Brand Matters

We all have one

Differentiates you from others

An expectation of experience

Your brand can help or hinder your success

How you show up and interact becomes your brand

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The Brand–Reputation Connection



Your Brand
How you *want* to be seen...How you *want* people think of you...

Your Reputation
How you are *actually* seen...What people *actually* think of you...

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YOUR BRAND JOURNEY

Identify your brand.

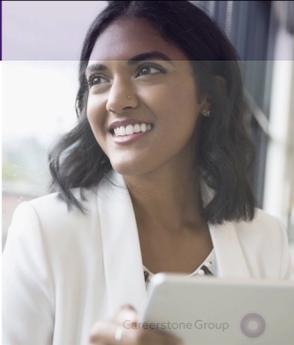
Activate your brand.

Magnify your brand.

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Articulate Your Attributes

- What adjectives/phrases do you want people to associate with you?
- What skills, knowledge, or talents will you be known for?
- What do you want people to say about you?
- How do you want people to *feel* when engaging with you?



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How Do People Feel in Your Presence?

 Encouraged	 Comfortable	 Safe	 Inspired
 Enthusiastic	 Respected	 Optimistic	 Secure

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Intent Vs. Impact

- Brand and reputation alignment is key
- Self-awareness is essential
- We judge ourselves on intent
- Others judge us on impact
- We must manage our impact
- Beware the fundamental attribution error!

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Assess & Align

- ✓ Assess the gap between your desired brand and your actual brand...
- ✓ Ask 10 friends/colleagues to describe how they experience you...
- ✓ Conduct a 360
- ✓ Create strategies to close the gap. Identify opportunities.
- ✓ Commit to behaviors/actions that support your desired brand.
- ✓ Internal and external brand **MUST** be aligned



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EVERY ENCOUNTER IS AN OPPORTUNITY...



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What People Want



Feel heard
 Feel seen
 Feel valued
 Feel understood
 Feel connected
 Feel successful

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First Impressions Matter

- Look and act like you belong in the game
- Match the “corporate culture” to create opportunity
- Cultivate a great self introduction
- Virtual first impressions matter (this includes email!)
- Does your first impression support your brand?



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Virtual Impressions Matter!

Take time to ensure you present yourself effectively—for the camera!!!

- Camera angle
- Lighting
- Appropriate background
- Quality audio
- Test look before going live



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Powerful Introductions: AKA The Elevator Speech

Great introductions reinforce your brand

How would you answer the question: **Tell me about yourself?**

How do you introduce yourself in public?

Does it make me want to know you? Does it help me connect with you?



Cultivate a Great Self-Introduction

Who you are

What you do (job duties, services, etc.) for whom

What value you provide (benefit, special sauce, etc.)

Brief example

Do **NOT** drown the listener with your entire CV!



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Don't Bore The Listener!

- ✓ Keep it short—30 seconds!
- ✓ Succinct and memorable
- ✓ Tone and energy matters
- ✓ Authentic—feels and sounds like you mean it
- ✓ Targeted to spark interest in listener
- ✓ Leads to conversation



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YOUR BRAND JOURNEY

- I**dentify your brand.
- A**ctivate your brand.
- M**agnify your brand.

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Shameless Self Promotion

- Promote yourself without feeling "shame"
- Confidence NOT Arrogance
- Talk about your accomplishments
- Balance "I" and "We"

12 Easy Ways to Promote Your Brand

Know your strengths and accomplishments	Keep your boss informed/share compliments	Take on projects nobody wants	Volunteer on special projects
Share the credit	Tout the success of others	Build relationships across departments	Have something to say during chit chat
Mentor and coach others	Deliver what you promote	Be an ally!	Power up your networking & social media

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Opportunities Come From Others

It's not who you know...

It's WHO KNOWS YOU!



Magnify Your Brand with Positive Networking



- Build mutually beneficial relationships
- Ask great open-ended questions
- Be a GREAT listener
- Use/remember people's name
- Know how to exchange cards
- Close conversations with class
- Be personal and personable
- Leave a positive wake



LINKEDIN BEST PRACTICES

Best for:
Thought leadership
Connection Points
Networking
Resources & Research
Recruiting

Not for:
Political, religious, personal,
venting, schmaltzy stuff, etc.
It's not Facebook!
It's not Twitter!

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LinkedIn: Profile Tips

- Update your profile & keep it updated
- Professional profile picture
- Use a background
- Use a custom URL
- Purposeful professional headline
- Create a summary—make it your story
- Share accomplishments in your “Experience”
- Turn off profile update sharing (in settings/privacy)

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Tips for Making Connections



- ✓ Add a note when connecting
- ✓ Use recommendations feature (& return the favor!)
- ✓ Join and engage in groups of interest
- ✓ Be responsive
- ✓ Find out how people like to connect
- ✓ Download the app
- ✓ Use the "search" button to find people

LINKEDIN POWER POSTING TIPS

Follow and reshare your company's official postings	Like, comment, and SHARE in others' posts	Write articles and original posts	Publicly recognize and congratulate colleagues
Reshare important or substantial industry news	Tag people with @ in posts and photos	Be responsive	Engage in conversations
Celebrate moments in your professional life	5-10 minutes a day is all it takes!	Shoot for 1 to 3 posts a week	PRO Tip: Original content gets more views than linked content

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MAGNIFY YOUR BRAND WITH GRATITUDE!



- Whom do you need to thank?
 What will you thank them for?
 When will you thank them?
 How will you thank them?
- ✓ Electronically?
 - ✓ Personally?
 - ✓ Handwritten note?
- Pay it forward!

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You Got This!

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The Brand of You!

1. What adjectives do you want people to associate with you?

2. What skills, talents, or knowledge do you want to be known for?

3. How do you want people to feel in your presence?

4. What are you passionate about? What drives you?

5. What is your tag line or motto?

Elevator Speech / Self Introduction Formula

A powerful introduction is an important aspect of establishing your brand when meeting people. Your introduction, or elevator pitch--together with your body language and demeanor--form the basis for a first impression. Ensuring your first impression is memorable and authentic will go a long way in building your brand!

What do you do, and what value you provide

What can you say that would be interesting to the listener? Be bold!

- 1) Who you are...what do you do...
- 2) Who you help...how you help them...
- 3) What is your value, special sauce, the benefits you provide...

1. Who are you and what you do: Tell them who you are: This is your opportunity to give yourself an identity. Describe you and your company. Tell what you do and show enthusiasm!

- "I'm a security analyst at XYZ Corporation—a high end security assurance company..."
- "I'm a process management consultant at a boutique consulting firm called ABC Group..."

2. Who you help and how: Tell them what you do. Focus on problems and contributions. Offer a vivid example...

- "We help people and organizations become more security conscious and help them protect their data..."
- "We focus on helping companies increase growth by becoming more efficient and effective..."

3. Benefits: Tell them what special service, product, or solutions you offer. What are the advantages of working with you? Why should someone come to your company or you? What's your special sauce?

- "Our clients have reduced their security vulnerabilities by 75% in just six months by integrating our rapid-defense program."
- "I've helped my clients manage growth and increase profits without the turmoil usually associated with rapid growth."

Sample: *"Hi, my name is Elizabeth Gonzalez, I'm an executive recruiter and I work with growing companies that need to find talented people so they can grow their business and become more profitable and successful. I'm especially passionate about helping my clients find the right people quickly and cost effectively."*

The key to answering this question well is to **PRACTICE**. Once you can "hook" people in with your authentic, articulate, and passionate vision, you will be amazed at how people will respond and help.

My Elevator Speech Worksheet:

Who I am:

What I (we) do for whom:

Benefits:

Notes: