Building Your Personal Brand

Host: Lindsey Hawkins
(L. Rush)

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Today’s Agenda

1. introduction
2. what is personal brand?
3. internal drivers
4. expressing your brand
5. tips & tricks

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Introduction | Lindsey Hawkins

- visual thinker and creative problem solver
- professional background as a fine artist and graphic designer
- leads operations of content ecosystems solutions
- strategic leader of leaders able to build global teams

HIGHLIGHTS

- Business development
- Leader and team builder
- Client success foundations
- Communications and change management best practices
- IDCS / Motivator

EXPERTISE

- Business leadership and strategy
- Information architecture
- Communication behaviors
- Content management
- Curriculum/ instructional design
- Visual design

MARS CVSHealth THE CLOROX COMPANY Coca-Cola aetna IHG STARBUCKS COFFEE

Brand Recognition Quiz!

Let’s play

1

Think different.

5

AMERICA RUNS ON DUNKIN'

JUST DO IT.

4

i'm lovin' it®

Because you're worth it

6

2

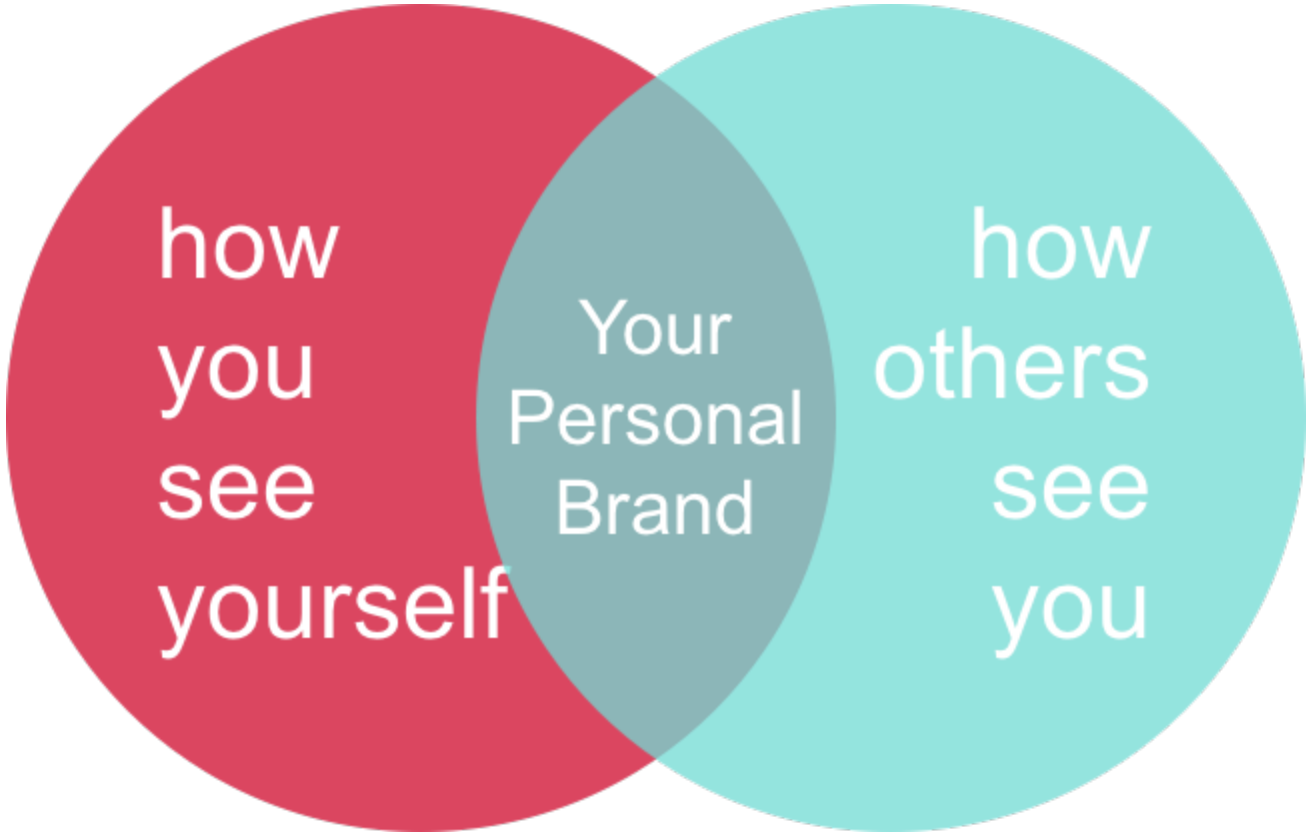
3

It's finger lickin' good

open happiness™

7

Influencing a Personal Brand



Authenticity:

representing one's true nature or beliefs;
true to oneself or to the person identified

Internal Drivers

01 YOUR VISIBLE BRAND

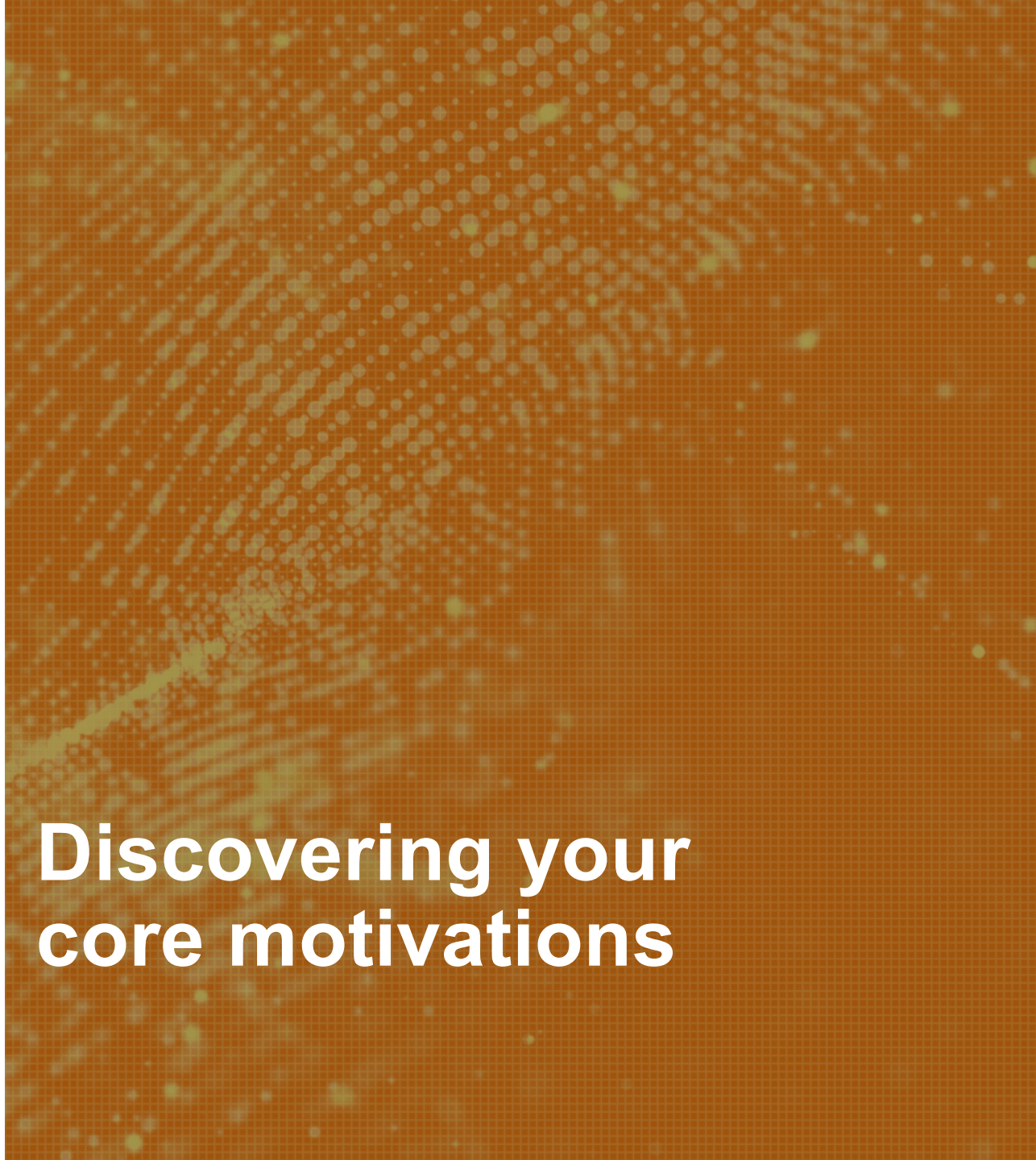
- ✓ What you do
- ✓ How you do it

02 YOUR INTERNAL DRIVERS

- ✓ Why you do it
- ✓ Your personality
- ✓ Your life experiences
- ✓ Your core beliefs

Ask yourself:

- Has a child, what did you want to do when you grew up? Why?
- What's a moment in life you're the proudest of yourself?
- What 3 words would I use to describe myself when I first meet someone?
- What 3 words would someone else use to describe me having just met me?



ASSIGNMENT

1. Pick the 5 qualities you feel the strongest about. Keep it to yourself until the end.
2. Ask you close friends and family to pick 5 core qualities that represent you the most.
3. Then ask, which one do you need to work on the most and why.

Core Qualities

Authenticity	Adventure	Balance	Bravery
Compassion	Challenge	Citizenship	Community
Creativity	Curiosity	Determination	Fairness
Freedom	Friendships	Fun	Generosity
Growth	Honesty	Influence	Justice
Kindness	Knowledge	Leadership	Learning
Love	Loyalty	Openness	Optimism
Recognition	Respect	Responsibility	Security
Self-Respect	Social Connection	Spirituality	Stability
Status	Wealth	Wisdom	

Brand of Batman

Expressing Your Brand

The tone of you can change the temperature in the room.

Verbal

Non-Verbal communication

Listening

Feedback

Body language

NOTE: Attend the communication panel tomorrow if you need more work in these areas.

Leaving an Impression

- What we express and more importantly, HOW we express ourselves creates filters and viewpoints of our brand.
- We are all just a small series of moments to someone else. All those moments together leave an energy, a feeling, an impression that is uniquely your brand.
- People don’t always remember what you said, but they sure will remember how they felt.
- How do you want to make people feel?

Attire

- Okay . . . We need to talk about the visual brand of you.
- What we wear can make us feel and look more confident, comfortable, attractive.
- Over dressing is better than under dressing for an occasion.
- When in doubt, keep it simple and classic. LESS IS MORE.

Casual Style

Formula:

+ Casual top
+ Casual bottom
+ Casual shoe

Business Casual Style

Formula:

+ 2 dressy pieces
+ Casual piece to dress it down like sneaker, shirt, or belt

Tips:

- *Don’t be afraid of color*
- *Accessories are great for adding the casual piece*

Professional Style

Formula:

+ Professional Top
+ Professional Bottom
+ Professional Shoe
+ 1 small fun piece that shows your personality

Tips:

- *Have majority of your outfit be a neutral color like black, grey, navy*
- *Use the fun piece to add a pop of color*

Q+A