



Building Your Personal Brand

The Story You Tell.

The Impression You Leave.

Learning Objectives

At the end of this session, you will be able to:

- Define personal branding and its importance.
- Identify core values, strengths, and passions.
- Craft a clear personal brand statement.
- Build a consistent presence on digital platforms.
- Use offline branding (networking, speaking, presentation).
- Avoid common branding mistakes.
- Plan to maintain and evolve your brand over time.

Get to Know Us!



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Content Marketing
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Talent Acquisition
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Specialist

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Mentimeter

When you think of someone that has a strong **personal brand**, who comes to mind?

fast bold
creative
inspiration leader focus
transpiration



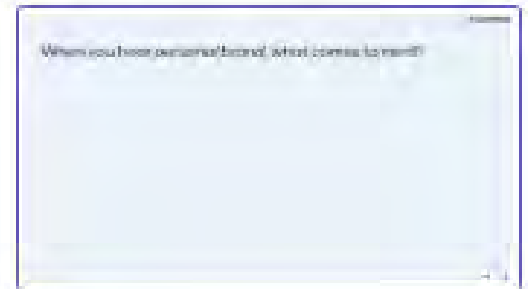
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Building Your Brand



Choose a slide to present



What is a Personal Brand?

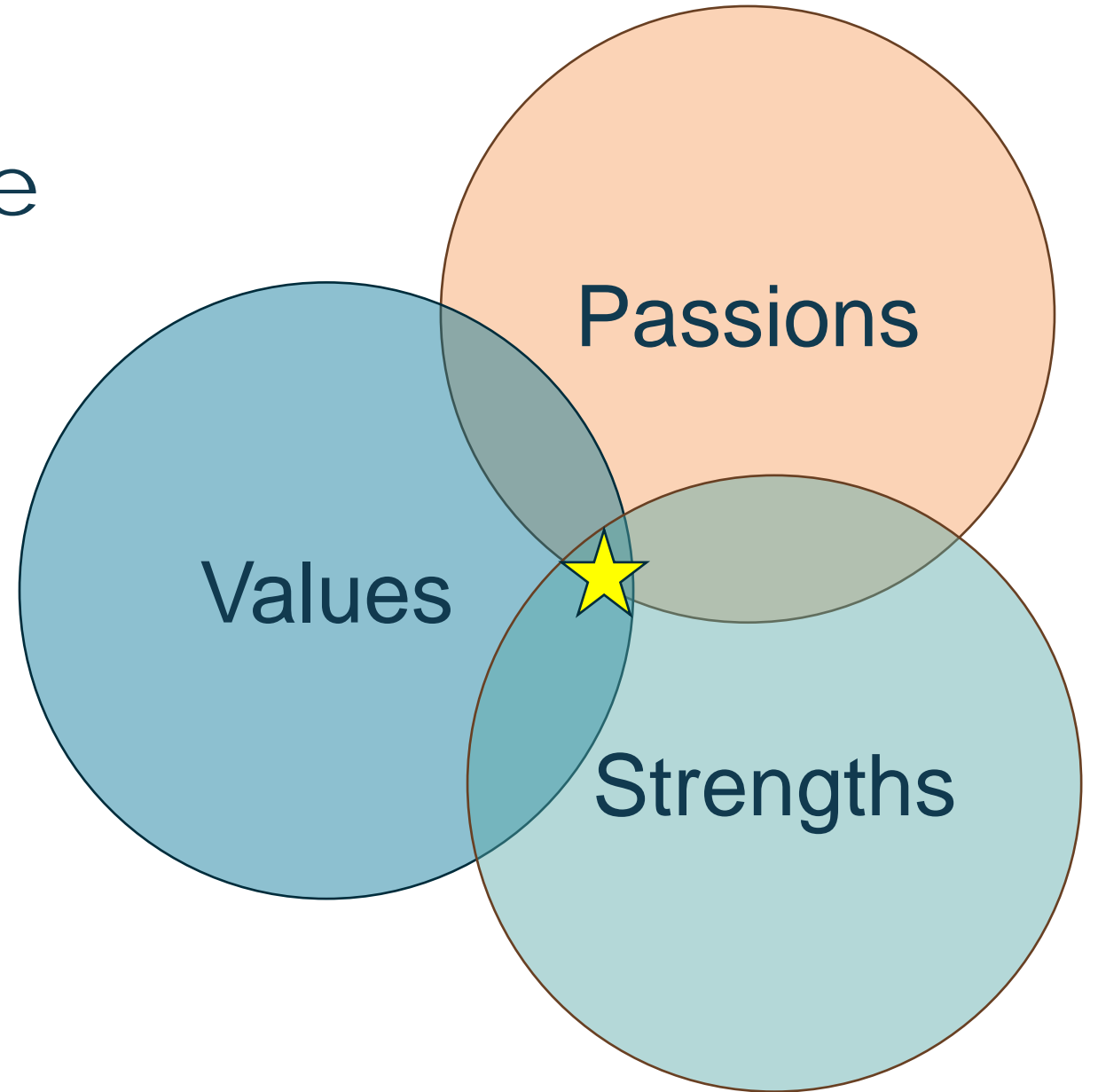
- "Your personal brand is the impression you leave—intentionally or not."

"Your brand is what people say about you when you're not in the room."
— *Jeff Bezos*

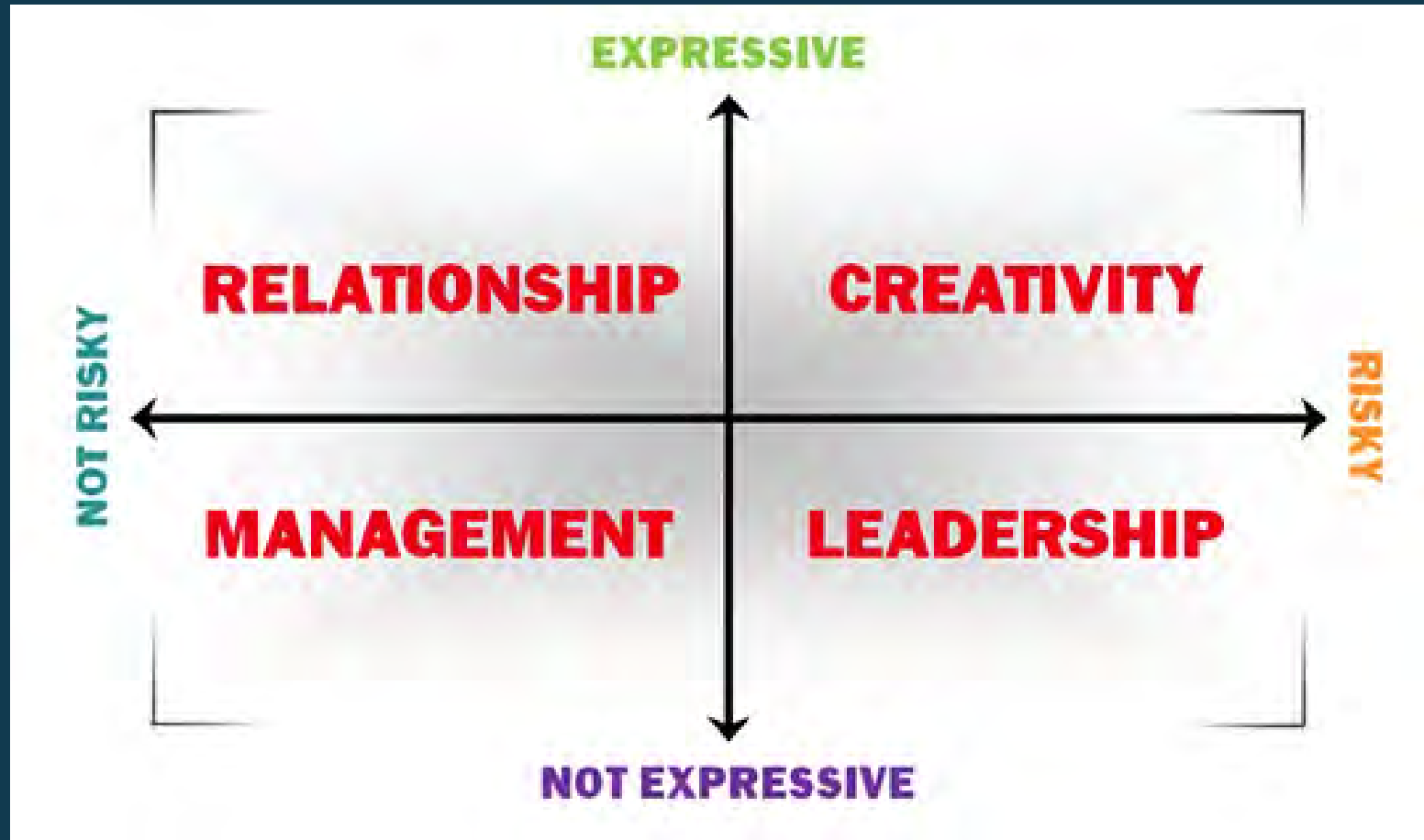


Identifying Your Core

- What do people often come to you for?
- What are you most proud of professionally?
- What energizes you?



Discovering Your Core Genius Profile



Why It Matters



Crafting Your Personal Brand Statement

A **personal brand statement** is a short, powerful sentence that communicates **who you are, what you do, who you serve, and what makes you unique.**

I help [who] do [what] by [how], using [what strength or value].

Profession

Sample Brand Statement

Controller

I help leadership make informed decisions by providing accurate, timely financial reporting and analysis, using precision and trusted expertise.

Fraud Examiner

I help organizations prevent and detect financial misconduct by uncovering hidden patterns and building airtight cases, using investigative skills and relentless attention to detail.

Auditor

I help government programs serve citizens more effectively by evaluating operations and recommending improvements, using data-driven analysis and objective assessment.

Activity: Write Your Personal Brand Statement

I help [who] do [what] by [how], using [what strength or value].

Think about:

- Who do you help?
- What value or results do you offer?
- How do you do it?
- What makes you different?

Use the template provided.








Draft your statement. Keep it under **2 sentences**.



Online Presence & Marketing You!


Online Presence Matters

✓ Strong LinkedIn Profile

-  Professional headshot
-  Clear, value-driven headline
-  Storytelling summary with values, mission, and skills
-  Impact-focused work experience
-  Custom URL, updated contacts, branded banner
-  Active engagement and insight sharing
-  Relevant skills, certifications, and endorsements



Let's Look at a Few



Daisy Mae M.
Mouse-chaser | Expert Cuddler | Prompt Feeding Reminder-er
Columbus, Ohio, United States - [Contact Info](#)
[500+ connections](#)

About

I'm a cat. I do cat things. I'm also really cute.

Let's Look at a Few



Fido Maglish

Cat-chaser | Tree Whisperer | Bestest Boi

Columbus, Ohio, United States - [Contact Info](#)

500+ connections

About

Enter Content Here.

Let's Look at a Few



Burt G. Pig, MBA

Chief Leaf Officer (CLO) @ salad.ai

Columbus, Ohio, United States - [Contact Info](#)

[1 connection](#)

About

Passionate produce professional and proud Chief Leaf Officer at salad.ai. With a natural talent for sniffing out freshness and an eye (and appetite) for detail, I ensure every leaf that passes through our AI-driven platform meets the highest standards of crispness, color, and crunch.

Let's Look at a Few



Murray Huffman

Ambitious Intellectual | Professor at The Ohio State University

Columbus, Ohio, United States - [Contact Info](#)

[398 connections](#)

About

I inspire and lead students to analytical, independent thinking, utilizing highly-researched and effective teaching methods. As a professor at Harvard University, I continue to build upon my skills and develop comprehensive and renowned publications in my discipline.

Rate Your Profile

Rate yourself (1-5) on:

- Profile Picture
- Headline
- About Section
- Recent Activity
- Consistency with your personal brand



What's one thing you'll update this week to strengthen your digital presence?

Strengthening Your Digital Brand

- Quick Tips
- Consistent Messaging across platforms
- Avoid cringe content
- Stay visible without oversharing



Offline Branding Techniques

Networking

Public Speaking

Dress/Presence



Common Mistakes

Inconsistency

Over-branding

Imitating others

Neglecting Feedback



Evolving Your Brand

Your brand should grow with you..

Stage	Focus	Example
Early Career	Learning, establishing credibility	“Reliable team player with a growth mindset”
Mid Career	Specializing, mentoring	“Tech leader who empowers others”
Later Career/Evolution	Leading, thought leadership	“Connector of ideas and people to drive change”



Evolving Your Brand

Your brand should grow with you..

- What's changed about my goals in the past 3 years?
- What do I want to be known for in the next 3 years?
- Is my current brand still aligned with who I am?

Your Personal Brand Action Plan

Put It Into Action: Your Brand Plan



Brand Statement



Online Presence



Offline Branding



Check-in Plan

Key Takeaways & What's Next

- You already have a brand—now you can shape it.
- Clarity, consistency, and authenticity are key.
- Your online and offline presence should tell the same story.
- A great brand evolves as you grow.
- Small actions = long-term impact.



Resources

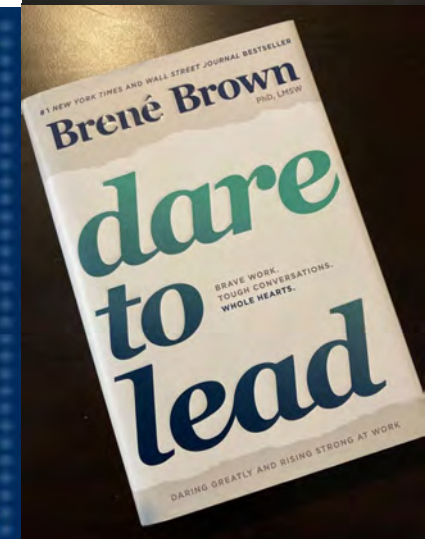
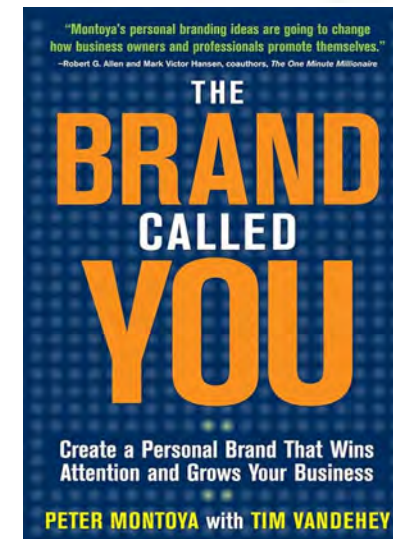
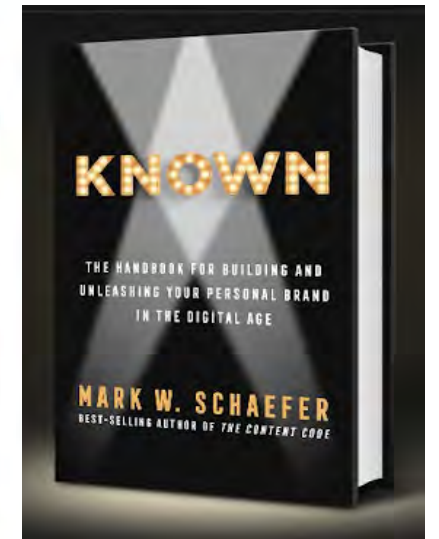
Books

“Strength Finder 2.0” by Gallup

“Known” by Mark Schaefer

“The Brand Called You” by Peter Montoya

“Dare to Lead” by Brené Brown (for authenticity)



Podcasts

The School of Greatness

Career Contessa

LinkedIn's Hello Monday





What questions do you have?

Final Call to Action

What's one thing you'll do this week to strengthen your brand? Write it down—and commit to it.

THANK YOU

Never stop learning...