



# 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!



Amanda Maglish  
Content Marketing  
Manager



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Learning & Development  
Manager



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Talent Acquisition  
Specialist



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Senior, Talent Acquisition  
Specialist



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Mentimeter

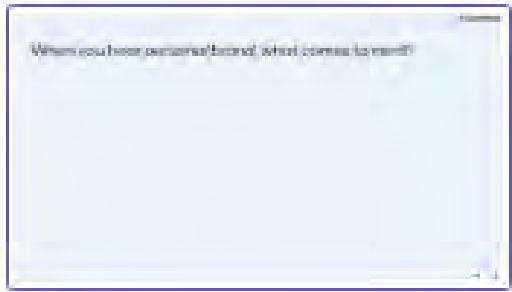
When you think of someone that has a strong **personal brand**, who comes to mind?

Menti  
Building Your Brand



fast bold  
creative  
leader focus  
transpiration

Choose a slide to present



# What is a Personal Brand?

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

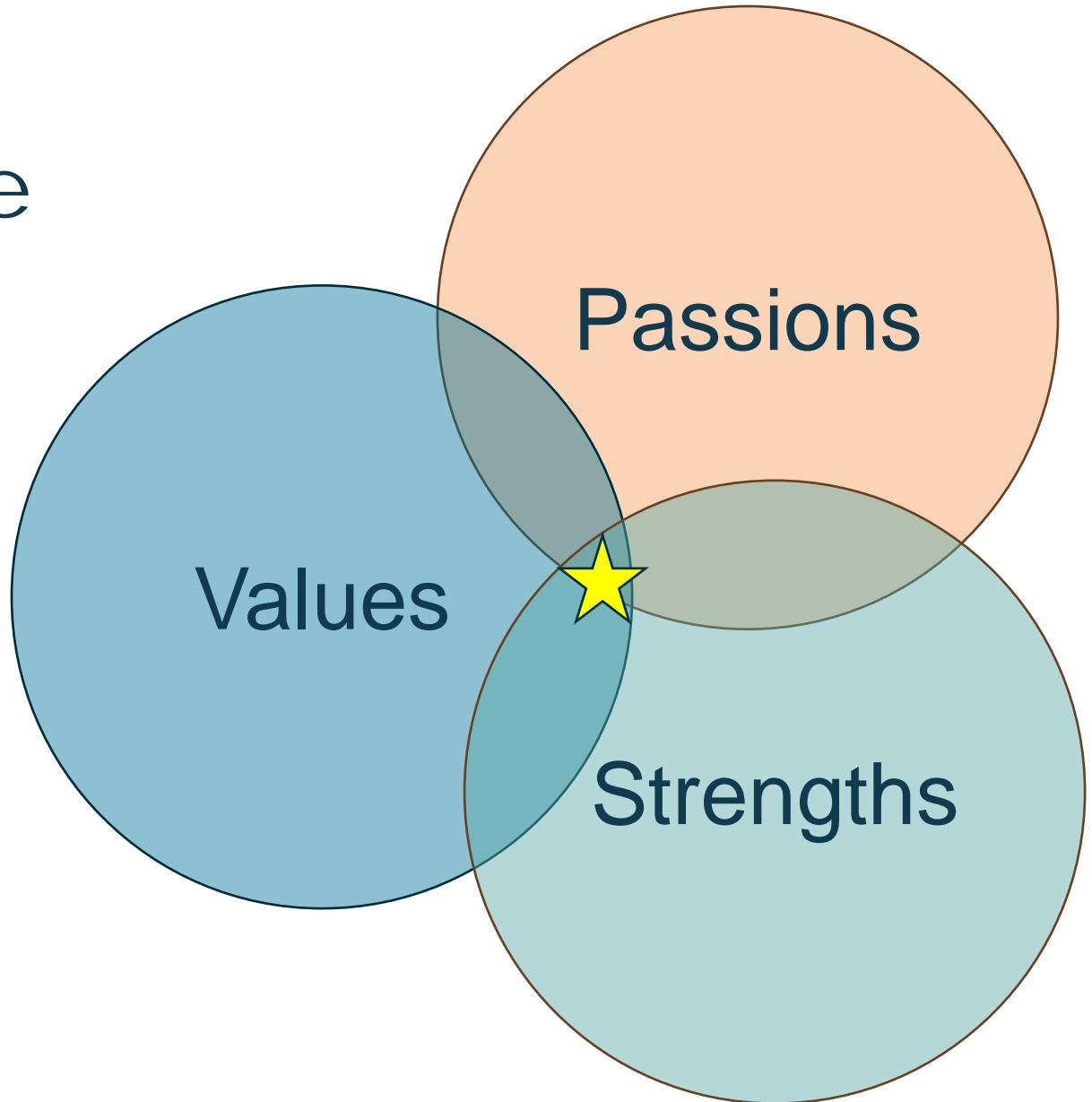
"Your brand is what people say about you when you're not in the room."

— *Jeff Bezos*

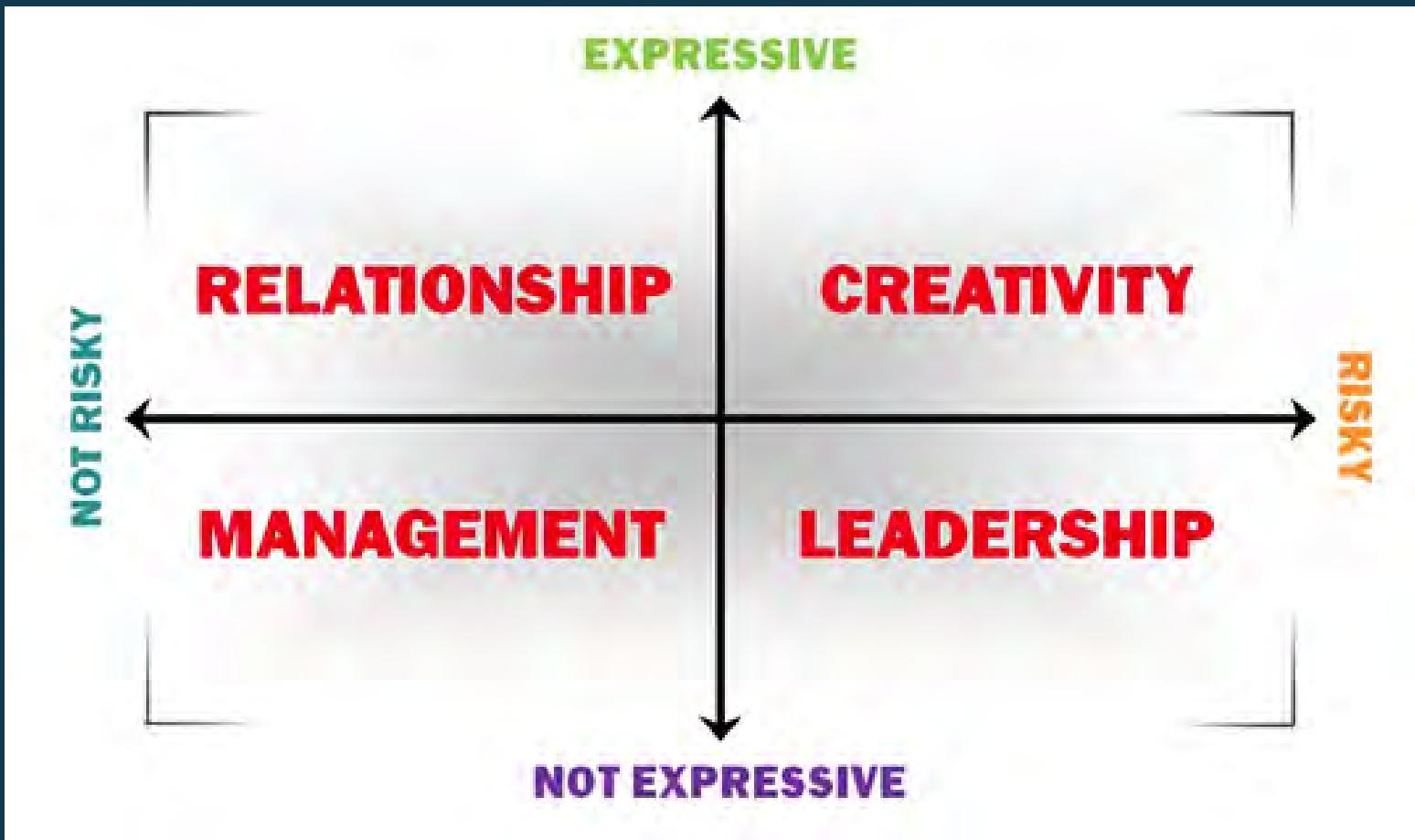


# Identifying Your Core

- 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

Controller

Fraud Examiner

Auditor

## Sample Brand Statement

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

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

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!



BUSINESS  
ADVISORS

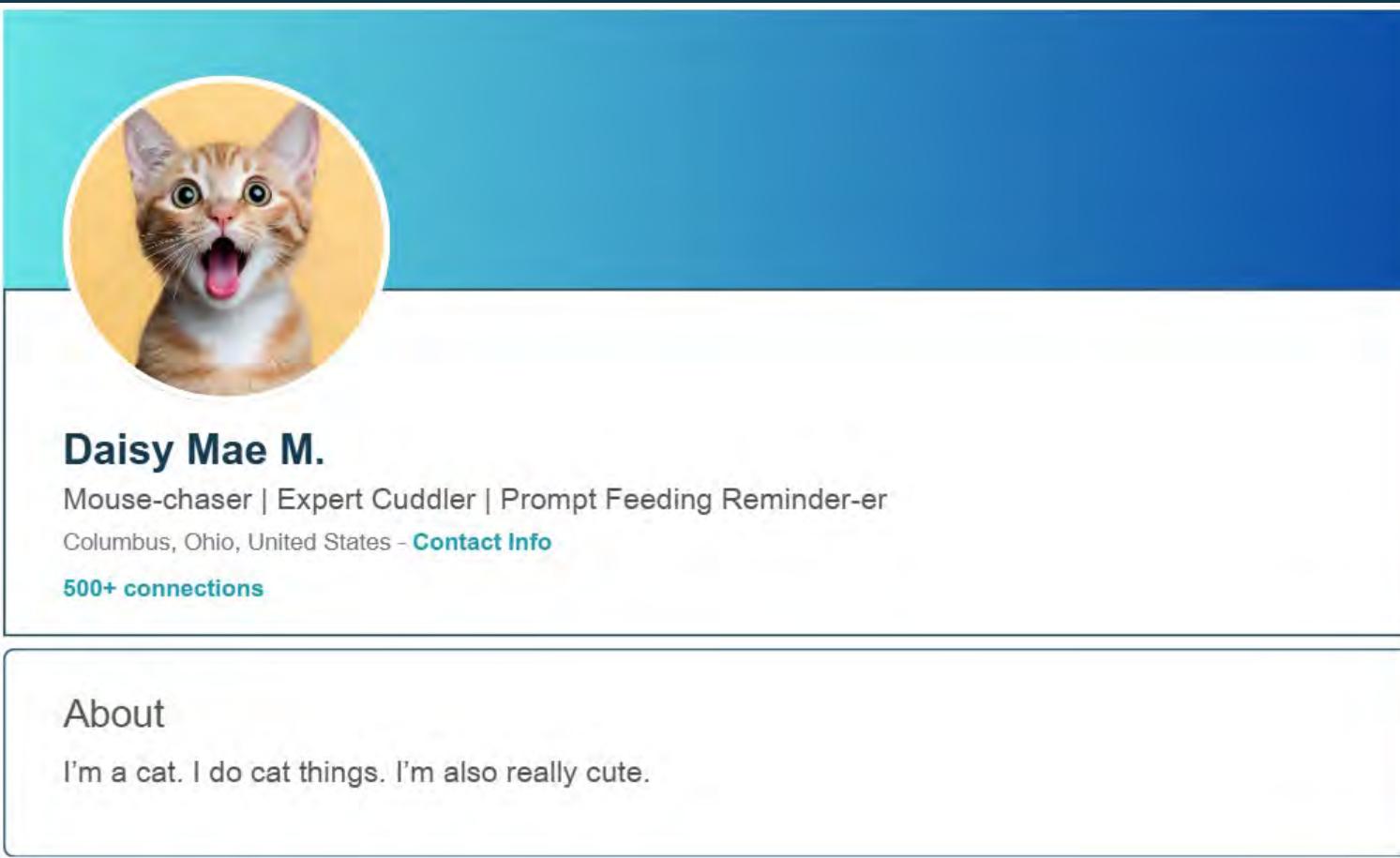
# Online Presence Matters

## **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

A LinkedIn profile for a cat named Daisy Mae M. The profile features a circular photo of a ginger and white kitten with its mouth open, set against a yellow and teal background. The main title is "Daisy Mae M." with the subtitle "Mouse-chaser | Expert Cuddler | Prompt Feeding Reminder-er". It lists "Columbus, Ohio, United States" and a "Contact Info" link. Below this, it shows "500+ connections". The "About" section contains the text: "I'm a cat. I do cat things. I'm also really cute.".

**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:

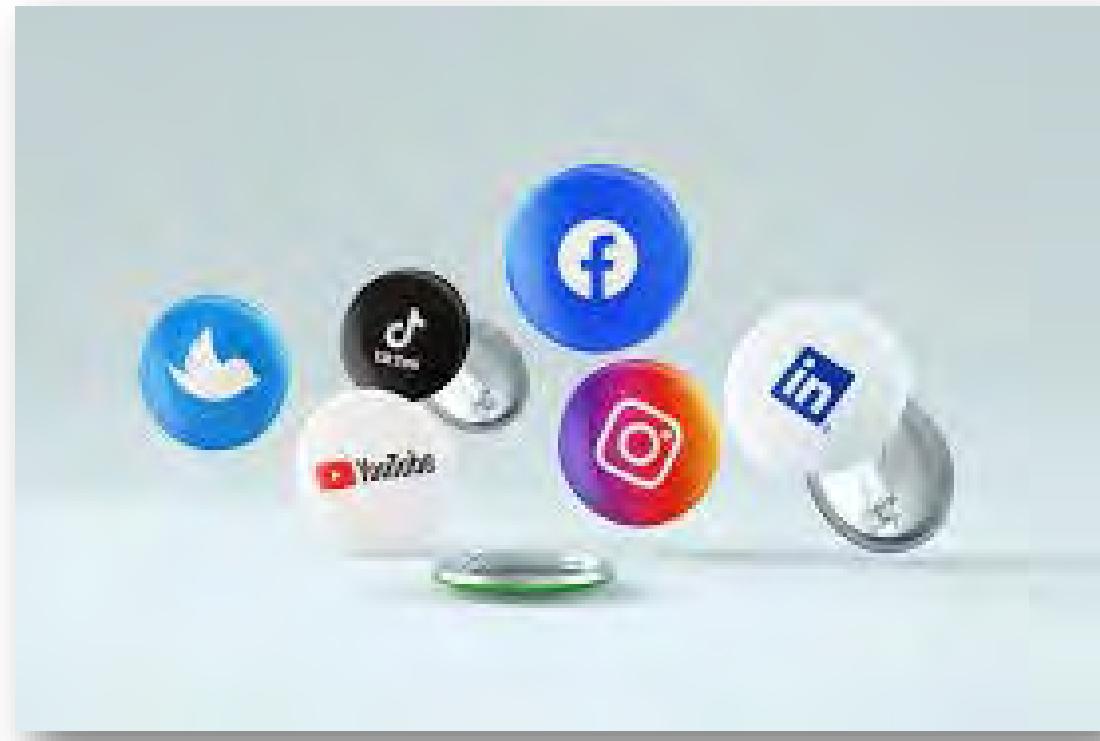
- Profile Picture
- Headline
- About Section
- Recent Activity
- Consistency with your personal brand



***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



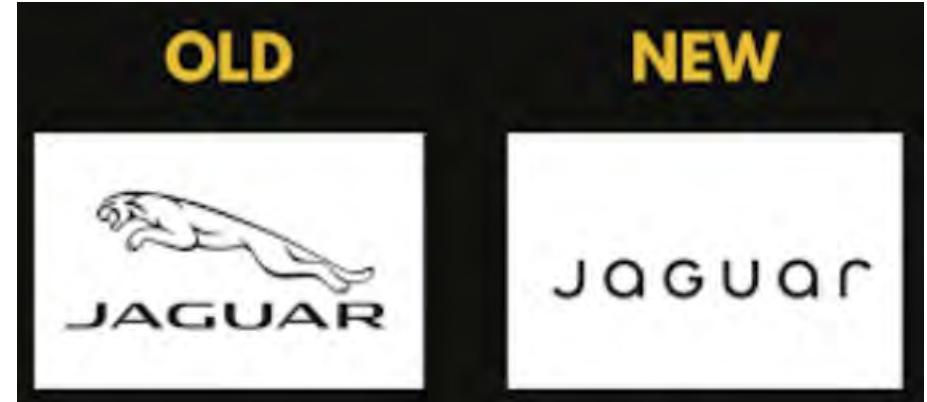
# Common Mistakes

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.



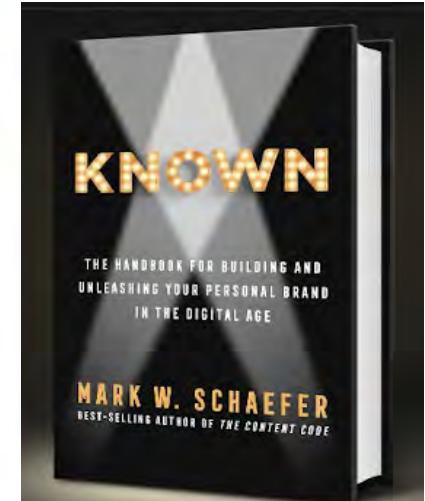
# Resources

# Books

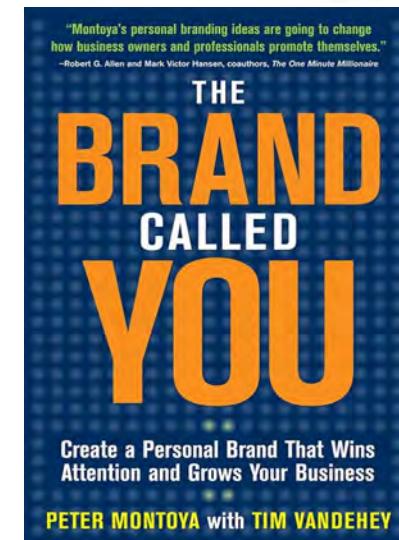
*“Strength Finder 2.0” by Gallup*



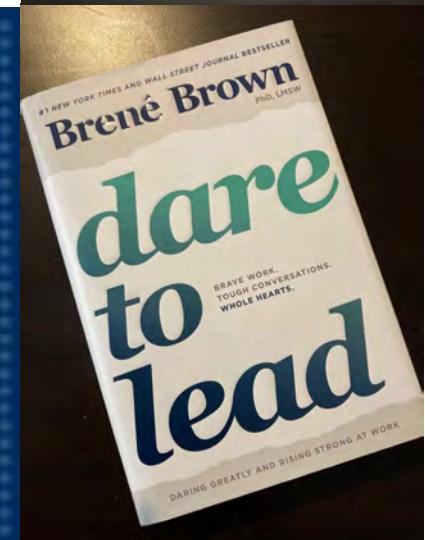
*“Known” by Mark Schaefer*



*“The Brand Called You” by Peter Montoya*



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

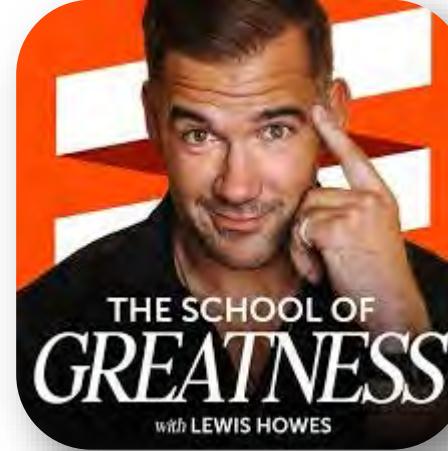


# Podcasts

*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...