

Power Up Your Personal Brand @NICE

Your personal brand is
the expectation of the experience you set with others

Build Your Brand

Step #1 Credibility

Building brand integrity and credibility means:



Step #2 Current Brand

- What makes me unique?
- Am I memorable?
- What do I offer?
- What's my reputation?

Step #3 Desired Brand

How do I want to be remembered:

Step #4: Target Audience

Who's my target audience:

My target audience has needs



Feedback

- Remember, feedback is a gift.
- Look for opportunities to grow towards my desired brand.
- Take action on the areas I can improve to build brand consistency and impact.
- Resist becoming defensive. I'm on the trajectory to be the person I'm meant to be!

Agreement

- I promise to myself and others to live authentically and focus on my values.
- I'll use my brand to be the decision-making filter to make tough decisions.
- I'll be confident in my abilities, offer, value, and contribution.

Live Your Brand



Narrative

- What I tell myself
- What I tell others
- What others tell others

Elevator Pitch

- What do I do?
- Why me?
- Stories, anecdotes, examples to illustrate

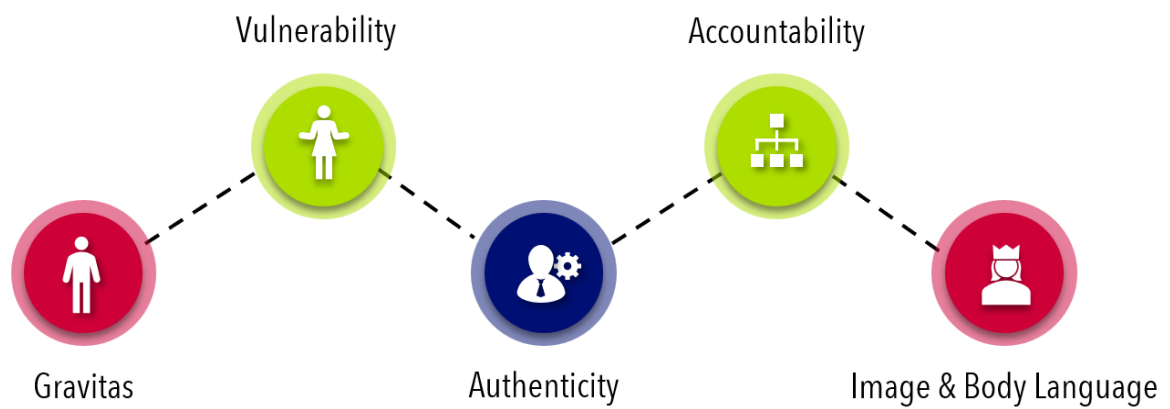
Strategic Networking

- Internal & external
- Other focused
- Mutual benefit

Social Networking: Your online reputation

- Authentic
- Relationships
- Focused positioning
- Can have boundaries

Presence



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