

The background features a dark blue diagonal split. On the blue side, there are several decorative triangles: a small one with vertical stripes in the top left, a medium one with a solid blue fill on the left edge, a large one with a thin blue outline in the top center, and a small one with diagonal stripes in the bottom center. A large, faint grid-patterned triangle is in the bottom left.

Personal Branding

WHY YOU NEED ONE AND HOW TO
DEVELOP IT

SAME JAX POST FEB WEBINAR





"We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.

- TOM PETERS IN FAST COMPANY, 1997



Victoria Mechtly

- RS&H, Business Development Lead for Aerospace
- Personal Branding Enthusiast



Overview

- Application
- Elements
- Assessment
- Development
- Implementation



Application



Job Seeker



Promotion /
Industry Expert



Leadership
Style





YOU

REPUTATION!!!

I DON'T NEED A BRAND I WORK
HARD!



Don't let others
define your
brand



Appearance Costs®

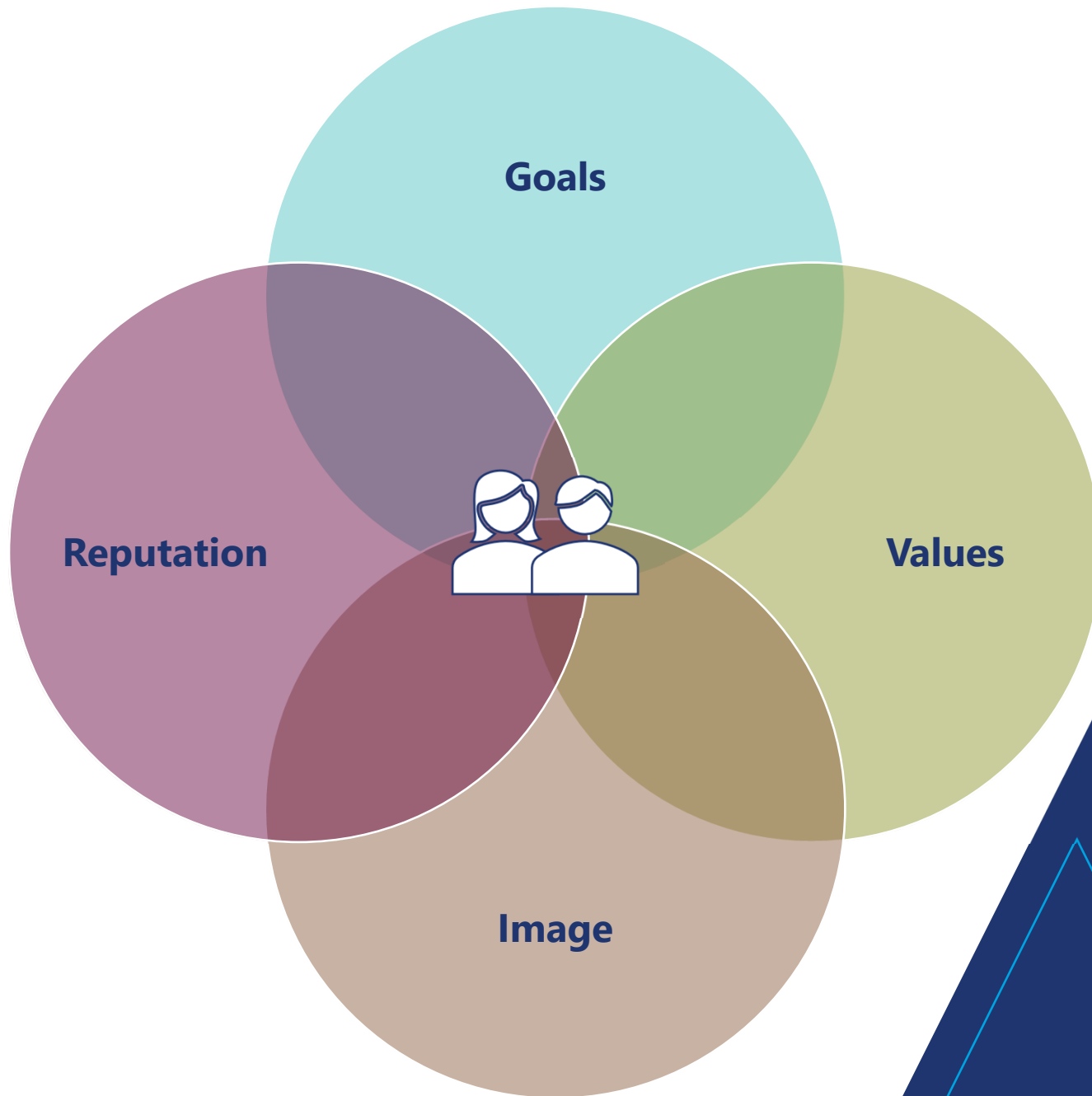
Cat Videos



Consider it gone.



Insecurity®



Elements of a Personal Brand



Showcases Your Best Self

Stand Out

Builds Your Network

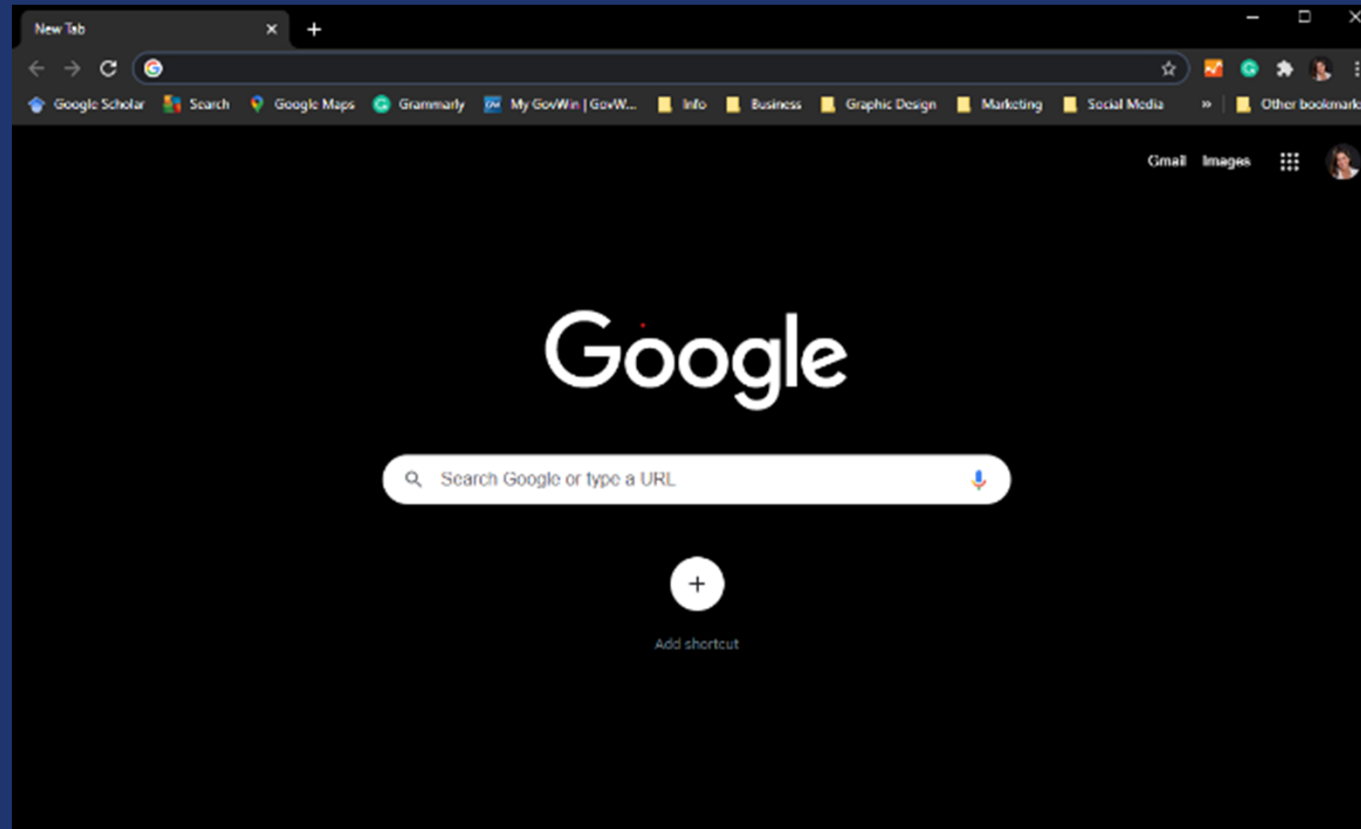
Establishes Credibility

Conveys Your Message and
Values

Creates Confidence

Your Personal
Brand...

Assessment – Google Search



Assessment

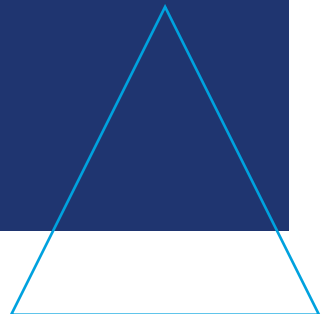
- What three words would someone use to describe you?
- Resources to help you - Marcus Buckingham Stand Out Assessment
- <https://mailchi.mp/marcusbuckingham.com/standout-assessment>





Development

- What are you seeking:
 - Competent
 - Relationships
 - Both
- How do you want to make people feel
- Your Audience



INTELLIGENCE	<input type="checkbox"/> SAVING THROWS <input type="checkbox"/> ARCANA <input type="checkbox"/> HISTORY <input type="checkbox"/> INVESTIGATION <input type="checkbox"/> NATURE <input type="checkbox"/> RELIGION
WISDOM	<input type="checkbox"/> SAVING THROWS <input type="checkbox"/> ANIMAL HANDLING <input type="checkbox"/> INSIGHT <input type="checkbox"/> MEDICINE <input type="checkbox"/> PERCEPTION <input type="checkbox"/> SURVIVAL
CHARISMA	<input type="checkbox"/> SAVING THROWS <input type="checkbox"/> DECEPTION <input type="checkbox"/> INTIMIDATION <input type="checkbox"/> PERFORMANCE <input type="checkbox"/> PERSUASION

WEAPON	TYPE
RANGE	STR BONUS DAMAGE
WEAPON	TYPE
RANGE	STR BONUS DAMAGE
WEAPON	TYPE
RANGE	STR BONUS DAMAGE

DUNGEONS & DRAGONS®

CHARACTER NAME

CLASS & LEVEL

PLAYER NAME

RACE

ALIGNMENT

EXPERIENCE POINTS

PROFICIENCY BONUS	
INSPIRATION	
STRENGTH	<input type="checkbox"/> SAVING THROWS <input type="checkbox"/> ATHLETICS
DEXTERITY	<input type="checkbox"/> SAVING THROWS <input type="checkbox"/> ACROBATICS <input type="checkbox"/> SLEIGHT OF HAND <input type="checkbox"/> STEALTH
CONSTITUTION	<input type="checkbox"/> SAVING THROWS

ARMOR CLASS = + + +

Dexterity Modifier Armor Shield Misc

INITIATIVE

SPEED

HIT Point Maximum

CURRENT HIT POINTS

Total

HIT DICE

SUCCESSSES

FAILURES

DEATH SAVES

SPELLCASTING ABILITY

SPELL SAVE DC

SPELL ATTACK BONUS

FEATS

Dungeons & Dragons (D&D) Character Sheet

Personal Brand Work Sheet

Core Values and Goals	Skills and Abilities	Personality/Presence
1. 2. 3. 4.	Hard Skills: - Budget management - Auditing	Unique Characteristics Perceptions:
What I love doing	Soft Skills: - Public Speaking	Work and communication style
Career/Life Dreams • Short Term • Long Term	Expertise/Experiences - Your degree	Image/Impressions
Your Value Statement		



Core Values

- Trust • Courage • Respect • Integrity
- Passion • Innovation • Transparency
- Adaptability • Reliability
- Accountability • Honesty • Giving back
- Leadership • Vision • Quality • Diversity •
Thought leadership • Service
- Helping others • Education
- Competence • Respect • Responsibility
- Open mind • Friendship
- Determination

Goals



Hard and Soft Skills





Branding Statement

*I am a **lifelong learner** with a **passion for helping** teams succeed.
My enthusiasm for **business storytelling** and **adaptability** has enabled me
to develop and maintain relationships, **create** then **implement** strategic
pursuit plans, and **lead the development** of winning proposal/statement of
qualifications.*

Development Guide: Value Proposition (I can) Differentiator/ Unique Factor (I have)





Social Media



Social Media



Create a Plan

- Start Documenting ideas
- Clean up your connection and add new ones
- Update all your profiles
- Promote your contacts



Facebook

Growth on the platform

Best Times to Post – Post COVID

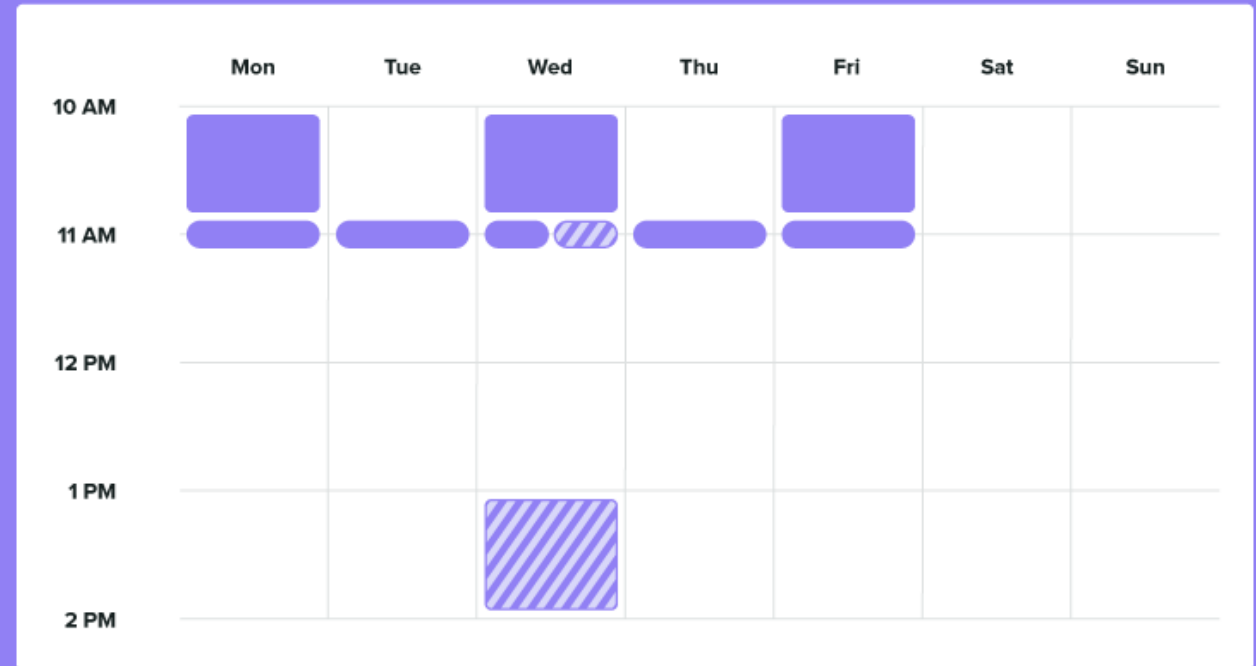
- Monday, Wednesday, and Friday 10-11 am
- Avoid any time after 5 pm any day of the week

Shown in CST

Source:

<https://sproutsocial.com/insights/covid-19-social-media-changes/>

Changes to Facebook best times for engagement



COVID-19 update 2020 average

LinkedIn

Growth on the platform

Best Times to Post – Post COVID

- Wednesdays at 3 pm
- Thursdays 9-10 am
- Fridays 11 am to Noon

Shown in CST

Source:

<https://sproutsocial.com/insights/covid-19-social-media-changes/>

Changes to LinkedIn best times for engagement



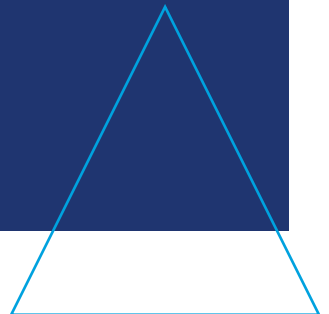
COVID-19 update

2020 average



Content

- Create post that drive conversation
 - Insights – simplify the complex
 - Personal Stories – experience and passions
- Engage
 - Actively comment on things you find interesting
- Keep others newsfeeds in mind
- Posting anxiety





Key Takeaways

- Application
- Elements
- Assessment
- Development
- Implementation



LinkedIn

<https://www.linkedin.com/in/vmechtly/>



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Q & A

