STRATEGICALLY DELIVER YOUR PROFESSIONAL MESSAGE

ECN PROFESSIONAL DEVELOPMENT FEBRUARY 1, 2018

AGENDA

- Your Professional Brand
 - What does that mean?
 - Why is it important?
- Communicating Your Brand



BRANDING DEFINED

- Process by which we market ourselves to others...
- "The sum of all feelings, thoughts and recognitions positive and negative –that people in the target audience associate with something or someone"
 - Steve McNamara, Adcracker.com
- Self Promotion vs. Self-Differentiation
- We make decisions on the basis of our "perception of something's reputation"

YOUR 3 WORD SELF

WRITE DOWN 3 ADJECTIVES THAT BEST DESCRIBE THE VALUE YOU OFFER.



I'M STRONG!

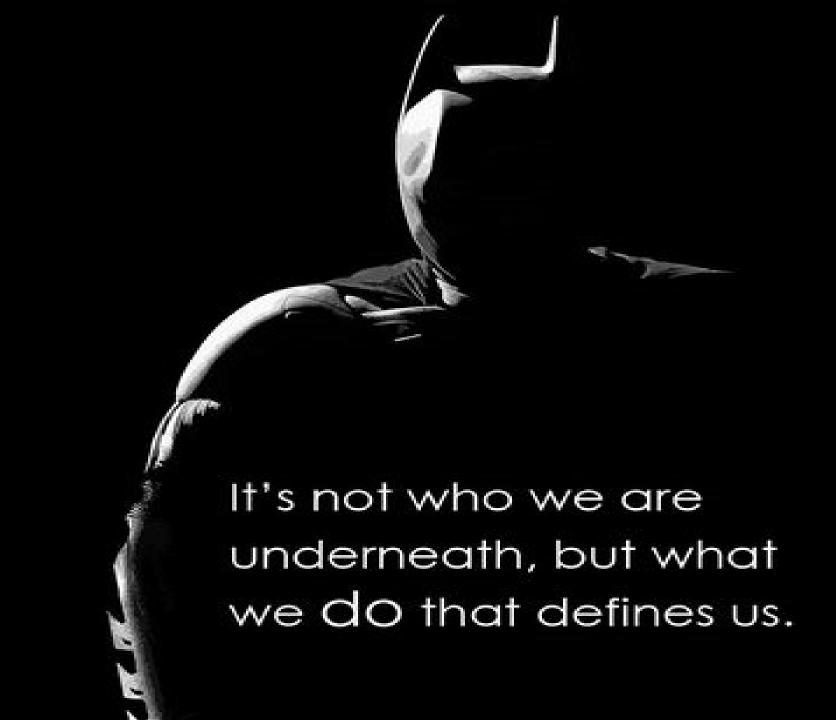
Write down your top 2 professional strengths.



I'M ACCOMPLISHED!

Write down the 2 professional accomplishments of which you are most proud.





BRAND CONTINUUM

Visibility

Rapport

Trust

Respect

BUILD YOUR BRAND

- Speak up
- Volunteer
- Train
- Connect strategically
- Play to your strengths
- Be consistent

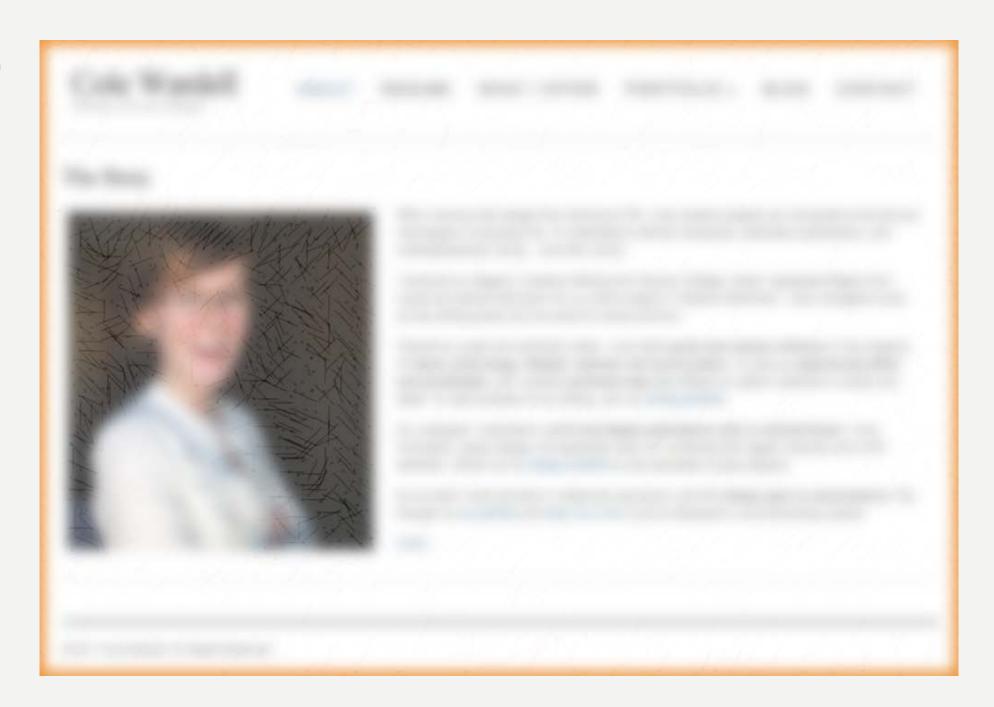


SPREAD THE WORD!



- Consistent messaging via LinkedIn and other social media platforms
- Bio
- Resume
- Communicate your brand in clear and meaningful ways IN PERSON

BIO



LINKEDIN



Lindsey Pollak • 2nd

Millennial Workplace Consultant & Keynote Speaker | NY Times Bestselling Author

Lindsey Pollak • Yale University

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More...

Lindsey Pollak is widely recognized as the leading voice on millennials and the multigenerational workplace. She is the New York Times bestselling author of "Becoming the Boss: New Rules for the Next Generation of Leaders" and "Getting from College to Career: Your Essential Guide to Succeeding in the Real World."

Her consulting clients and keynote speaking audiences have included over 200 corporations, conferences and universities, including Barclays, Citi, Estee Lauder, GE, PwC, Ralph Lauren, Yale, Harvard, Wharton and MIT. Often called a "translator," Lindsey advises both young professionals looking to succeed in today's work environment and the organizations that want to recruit, retain and market to them.

Lindsey also works with select brands as their go-to in-house expert and public spokesperson for all things millennial, including strategic planning, media campaigns and social outreach. As a Linkedin Ambassador for six years, she created and delivered webinars that trained over 100,000 people to advance their careers using the platform. Currently, Lindsey serves as The Hartford's Millennial Workplace Expert and chair of Cosmopolitan magazine's Millennial Advisory Board.

Her advice and opinions have appeared in such media outlets as The TODAY Show, The New York Times, The Wall Street Journal, CNN and NPR. She appears on several lists of Best People to Follow on Twitter, including Mashable's list of top non-fiction authors. Forbes named her blog one of the Top 100 Websites for Your Career.

Lindsey's passion for mentoring young people goes back to her student days as a dorm RA at Yale University. Today, she lives in New York City with her husband and daughter.



Michael Steelman •1st

Director of Alumni Career Management and Professional Networks at William & Mary

William & Mary • The George Washington University

Washington D.C. Metro Area • 500+ &

Message

More...

My professional experience includes over fifteen years of work in higher education, alumni relations, career services, arts administration, and non-profit fundraising.

As the Director of Alumni Career Management and Professional Networks at the College of William and Mary, I design programs and resources to enhance the professional success of nearly 100,000 alumni globally. One Tribe. One Network. http://wmalumni.com/onenetwork

As a volunteer, I am an active member of the University of Michigan Alumni Club of Washington, D.C. and a mentor in the Michigan in Washington Program. As a musician and an arts appreciator, I am a proud member of the Congressional Chorus and a passionate advocate for the arts to exist in our work places, our communities, and in our education system (K-12 and higher education).

Specialties: higher education, building networks, volunteer management, alumni relations, webinars, career services, arts administration, development, fundraising, presenting, LinkedIn

Media (2)



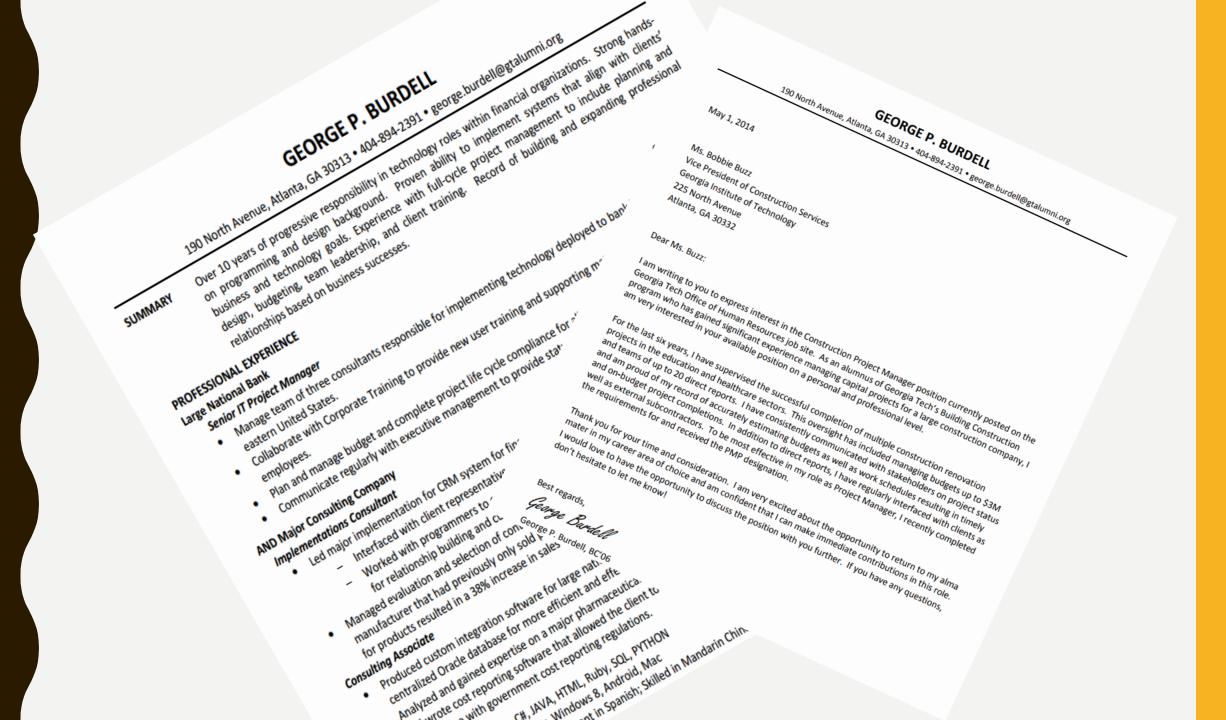
JOIN US! Online Networking Hour



Connect with members of the Tribe from all

TWITTER



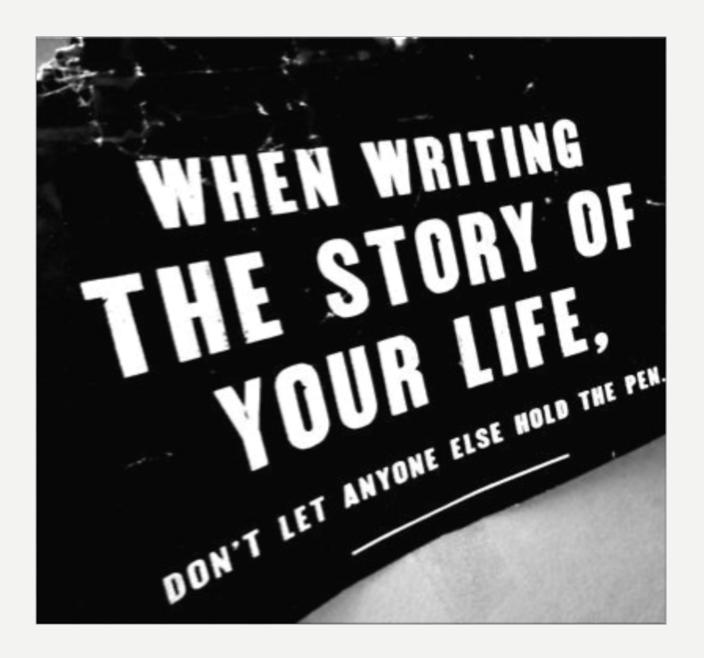


PERSONAL POSITIONING STATEMENT

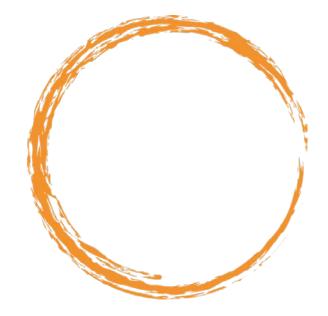


CRAFT YOUR STORIES

- Convey success
- Bridge gaps to show relevance
- Include details to paint a picture
- Show impact



QUESTIONS?



"Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful."

- Sir Richard Branson, CEO Virgin