

**PERSONAL BRANDING**  
... a leadership requirement

Lisa M. Turano

Vision 2020

**Lisa M. Turano**

Dance teacher neighbor aunt Mother **LISA M. TURANO** confidante counselor Fitness instructor

VP – LEGAL philanthropist **TURANO BAKING** daughter President - Board Member student Turano Foundation **SISTER** fundraiser speaker **Event chairperson** godmother

Competitive ballroom dancer Dog lover

**NECESSESITY OF PERSONAL BRANDING**

No matter what the business is, it is made of people. You might work for a business and that business may work with other businesses, however it's PEOPLE and their relationships that make business relationships valuable.

### NECESSITY OF PERSONAL BRANDING

- A. Individual Success
  - Find better job
  - Be happy at work every day
- B. Leadership requirement
- C. More authenticity
- D. Greater overall impact
- E. Demonstrate executive presence



### WHAT ARE THE BENEFITS OF A STRONG PERSONAL BRAND?

- A. Enhance your own self awareness
- B. Assist you to clarify and reach personal goals
- C. Create visibility and presence
- D. Create differentiation
- E. Offers more control and power
- F. Creates wealth;
- G. Offers resilience;



### SO WHAT IS A PERSONAL BRAND?



### SO WHAT IS A PERSONAL BRAND?

Marketing strategy focused on your most important product...

# YOU



A brand is anything (tangible or intangible), a symbol, design, name, sound, reputation, emotion, tone, etc. that separates one thing from another.



- Consistent physical and mental impression that helps you achieve your personal and professional goals.
- Your brand should make you unique, relevant and differentiated.
- A brand = EXPECTATIONS. It creates the anticipation of a reliable deliverable every time.



**CAUTIONARY STATEMENT:  
SHAMELESS PROMOTION IS NOT SELF BRANDING**



- Celebrities perceived arrogant, egotistical, flamboyant
- Managing your brand will keep it in check, prevent Kanye syndrome
- Ultimately brand is simply how people perceive you, which when done correctly is all about honesty and accuracy
- Full time commitment to living defined brand
  - Fluid, but expressed
  - Role model, mentor and/or voice that others depend upon
- May sound like a lot of responsibility or “acting” the part, but overtime your brand and persona become a natural pair, a synthesis and an instinctive reflection of who you are.





"I am not a role model. I'm not paid to be a role model. I'm paid to wreak havoc on the basketball court. Parents should be role models. Just because I dunk a basketball, doesn't mean I should raise your kids."

-Charles Barkley



Personal branding is a fulltime commitment to living your defined brand.

Your brand may be fluid but must be expressed to your audience.

Managing your brand requires you to be a role model, mentor and/or voice that others can depend upon.



## PERSONAL BRAND TIMING



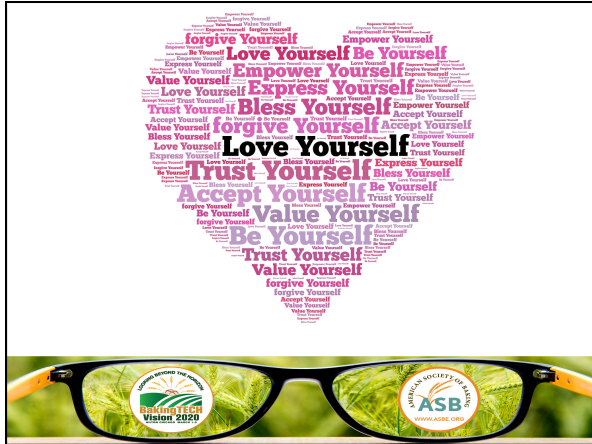
## HOW DO YOU DEVELOP A PERSONAL BRAND?



Spend some time with yourself, and more importantly LIKE & CARE for yourself!







**Brand should be inclusive of needs, values, interests/passions, mission, vision and strengths.**

- Needs:** get back what you need to fulfill your brand intent
- Values:** core principles give meaning to life
- Interests/passions:** things that intrigue & motivate you
- Mission:** an expression that clarifies what you are all about and what you want to do
- Vision:** ideal version of how you will use your mission
- Strengths:** certain abilities to accomplish vision

**EXTRACT**  
Decide who you are and what you are known for being.

- Describe yourself with 3 adjectives
- Ask others to provide 3 adjectives
- Settle on 4-6 characteristics/traits and build on your personal brand around those demonstrated abilities and expectations.

**PACKAGING MATTERS**

Your "wrapping" is what will get your product noticed, even if that product is YOU.

	TANGIBLE	
	INTANGIBLE	
	FUN FACT ("FREAK FACTOR")	



**CONSIDER A FICTIONAL DOPPELGÄNGER**




**CONSIDER A MENTOR**

"Yes, the mentoring session went very well...I think even my mentee learned something!"



But mostly just be like **PRODUCE...**  
fresh, firm and colorful





**HOW TO USE YOUR PERSONAL BRAND**

Distinguish yourself in an otherwise same or similar game – be different.

Many people are doing the same thing, so add "ility"...

- Visibility
- Availability
- Personality
- Accessibility

Defend the difference.  
(remember the expectations)





### HOW **NOT** TO USE YOUR PERSONAL BRAND...

- Sex, politics & religion
- Education
- Offensive/insulting/degrading consequences
- Self-deprecation
- Negatively
- Safe zone



### WHAT DO YOU DO WITH THE PARTS OF YOU OUTSIDE THE BRAND?

- a. Restraint
- b. Hobby
- c. Volunteer work
- d. Family



### YOU HAVE A BRAND ... NOW WHAT?





Download from  
Dreamstime.com

GET INTO THE NETWORK



Develop 30 second commercial  
“elevator speech”





Be a Rain Man





ENGAGE BUT RESPECT PERSONAL SPACE

MY PERSONAL AREA



Don't stand in it!!



## STOP AND SMELL THE ROSES



## EMPLOY SOCIAL MEDIA

- Facebook, LinkedIn, Twitter, Instagram, etc.
- Rule of Consistency
- Address your audience



## WHAT TO POST AS YOUR BRAND?

- News (increase awareness, attract customers/interest)
- Everything you do (launch new products or services, new employees, great promotions, LTO)
- Accomplishment or award (self or congratulate others)
- Inspirational story (caution about autobiographical assumptions)
- Useful, free resources
- Recent event/effort/product was success
- Debunk a myth (gluten, fat>muscle)
- Talk about charity interest
- Celebrate holiday
- Provide helpful tip
- Promote local team



## CROSS PROMOTING YOUR BRAND

- Partner with others in business and non-business opportunities
- Join organizations, professional and personal
- Volunteer in the community
- Mentor
- Be a good neighbor

PAY ATTENTION TO RELEVANCE, AUDIENCE & REPUTATION





**PERSONAL BRAND V CORPORATE BRAND**  
Maintaining individual identity but being part of a team



**CLOSING THOUGHTS**



3  
MUST  
HAVES



DON'T LEAVE  
HOME  
WITHOUT  
THEM!



*Thank you,  
Lisa*



**KEEP  
CALM  
AND  
DON'T TAKE IT  
PERSONALLY**

