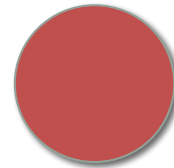


COMMUNICATING YOUR UNIQUE VALUE

The Power of Personal Branding





Director of Marketing, Finger Lakes Community College

Creative team leader who understands how effective marketing strategies can positively influence enrollment, retention and completion in higher education. Focused on industry trends, best practices and positive return on marketing investment (ROMI).

Blogger, TheGenXManager.com

Examines generational differences in the workplace through a GenX lens, seeking to find the best examples of leadership, innovation and teamwork across generations.

What is a brand?

Corporate brand:

- what an organization is known for, what it stands for

The Amazon logo consists of the word "amazon" in a bold, black, lowercase sans-serif font. Below the letters "a" and "z" is a curved orange arrow that starts under the "a" and points to the right, ending under the "z".The Coca-Cola logo is the word "Coca-Cola" written in a red, cursive script font. The letters are connected and have a classic, flowing appearance.

What is a brand?

Audience controls the brand: Perception



What is a brand?

Perception determines whether people will engage.



Personal Branding

Personal branding describes the process by which individuals and entrepreneurs **differentiate themselves** and **stand out from a crowd** by identifying and articulating their unique **value proposition**, whether **professional or personal**, and then leveraging it **across platforms** with a **consistent message and image** to achieve a **specific goal**.

Personal Branding

- **differentiate themselves, stand out from a crowd**
 - *What makes you unique?*
- **value proposition**
 - *What expertise do you bring to the table?*
- **professional or personal**
 - *Will you distinguish or blend?*
- **leveraging it across platforms**
 - *How will you engage with people?*
- **consistent message and image**
 - *What is your message and how will it be packaged?*
- **specific goal**
 - *What do you want to happen?*

Personal Branding

Spoiler alert:

- You already have a personal brand.
- Is it the one you want?



Personal Branding

Brand audit: external

- Three-word exercise
- Spot the patterns
- Google your name



PART ONE: STAND OUT FROM THE CROWD

What makes you unique?

Stand out from the crowd

Start from the outside in.

- Who is my target audience?
- What do they care about?
- What value can I bring to them?
- How can I find them?

Stand out from the crowd

Who else is in this space?

- Who else is an expert in this topic?
- What is your unique perspective?
- How are they communicating
- How will you engage with them?

PART TWO: VALUE PROPOSITION

What expertise do you bring to the table?

Value Proposition

Start where you are.

- What have I done that defines my career or education?
- What are my important accomplishments thus far?
- What are you passionate about?
- What do I want to be known for?
- What are my strengths?
- What are my principles and values?

Value Proposition

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PART THREE: PROFESSIONAL OR PERSONAL

Will you distinguish or blend?

Professional or Personal

Distinguish: Work/Personal Separation

- Use the right channel for the right audience
 - LinkedIn = work
 - Facebook = personal
 - Twitter = separate accounts, or one or the other
- Think about your offline presence and apply a similar strategy

Professional or Personal

Blending: more and more common

- Pros:
 - Holistic branding
 - Brings authenticity
 - Lead with one depending on audience
- Cons:
 - Self-censoring

PART FOUR: LEVERAGING ACROSS PLATFORMS

How will you engage with people?

Leveraging Across Platforms

Online and Offline

- **Online:**
 - Social media
 - Content creation/curation
- **Offline:**
 - Networking
 - Industry Groups/Boards
 - Volunteering

Leveraging Across Platforms

Social Media

- Update your profiles/accounts to reflect your brand
- Maintain consistency across platforms (if blending)
- Engage with influencers
 - Like, re-tweet, ask questions
 - Join groups



Leveraging Across Platforms

Content creation/curation:

- Blogging, vlogging, podcasting
- Curate content
 - Pick your topic
 - Find unique sources
 - Share content—and have a take



PART FIVE: CONSISTENT MESSAGE AND IMAGE

What is your message and how will it
be packaged?

Consistent Message/Image

- **Packaging matters, online and offline**
 - Refer to your value proposition
 - Ask: is what I am putting forth reflective of my value proposition?
 - Content
 - Design
 - What about offline?
 - Start aligning

PART SIX: SPECIFIC GOALS

What do you want to happen?

Specific Goals

- **Use your favorite goal-setting technique**
 - Make sure goals are SMART
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Time bound

CASE STUDY: THE GENX MANAGER

Putting it all into practice

Putting it into practice

Value proposition

- Examines generational differences in the workplace through a GenX lens, seeking to find the best examples of leadership, innovation and teamwork across generations.

Differentiation

- “...through a GenX lens...”

Putting it into practice

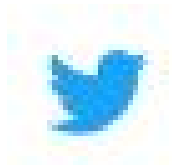
Professional or Personal: distinguish or blend?

- Blended

Leverage across platforms

- WordPress
- Twitter
- Facebook
- LinkedIn

Consistent message and image



Putting it into practice

Content strategy: creation and curation

 **Heidi Marcin** @genxmanager · May 19

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I was 29 when I landed my first director-level position. I had been at my previous employer since I graduated college and now was in a new organization in an indu...
thegenxmanager.com

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A grunge pioneer and GenX icon. RIP
Chris Cornell's Primal Scream: The grunge icon's 10 essential songs



Chris Cornell's Primal Scream: The Grunge Icon's 10 Essential Songs

He was pioneer of grunge — with one of the most recognizable caterwauls in music. Since he formed Soundgarden in 1984, Chris Cornell created a t...
ew.com

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Putting it into practice

Engagement with influencers

 **BridgeWorks** @TheGenPeople · May 4

A look at employee #engagement across generations—how do you improve it? via @genxmanager

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Heidi Marcin @genxmanager

If @SIRIUSXM's Prom Radio station doesn't make you want to wea... 

Putting it into practice

Strategic Goals

- Followers
- Views
- Shares/re-tweets

Personal Goals

- Content
- Management
- Marketing



QUESTIONS?

THANK YOU!

Heidi.Marcin@flcc.edu

HeidiMarcin@gmail.com

www.TheGenXManager.com

@GenXManager

www.linkedin.com/in/heidimarcin

Facebook.com/GenXManager