

# Building Your Personal Brand

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SAND2015-XXXX

# Agenda

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- Your Brand.
- Your Personal Statement for Networking and Interviews
- Personal Elevator Pitch.
- Career Fair Tactics 101.



# Your Brand.

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# Personal Brand

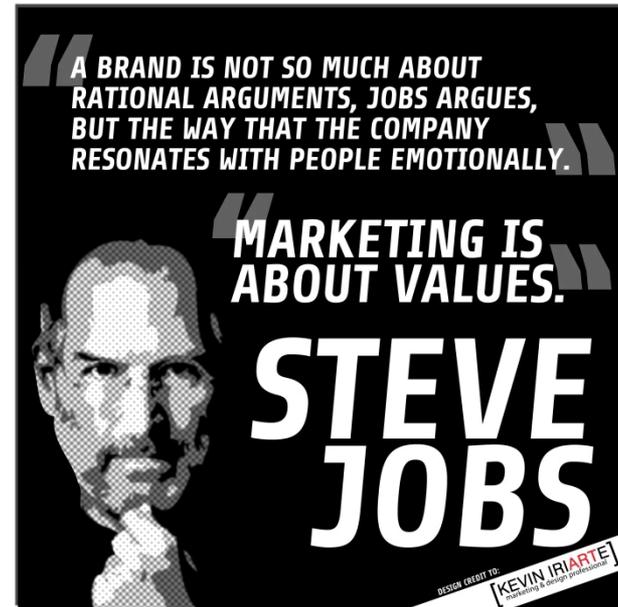
Promote your strengths.  
Remind the world why  
you are special and why  
it is special to do business  
with you!

~ Mary Schnack



www.BrandIt.is

www.RunMagnus.com



**HUMANS ARE GENETICALLY  
HARDWIRED TO NOTICE  
DIFFERENCES AND DIFFERENCES  
ARE OFTEN WHAT ATTRACT  
PEOPLE TO YOUR BRAND  
IN THE FIRST PLACE.**

**#WGBD**

What Great Brands Do | Denise Lee Yohn



# What's a Brand?

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logo

name

credibility

skills

identity

image

company

service

personality

background/culture



# What's a Personal Brand?

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**“... mixture of  
tangible and intangible attributes,  
personified by a person  
that creates, influences and generates  
value”**

- Dr. Kenneth Armijo  
2015 New Mexico Hispano Chamber of Commerce



# A Successful Brand

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- Distinct Concept / Idea
- Related to a Word or Commonality
- Well Told Story
- Consistency
- Promise
- Trust that the Promise will be Kept

## **A well told “Story”**

**Lively, Energetic**  
**With clear Purpose**  
**Exciting**  
**Worth telling**

# Personal Branding Defined

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- *Personal branding is a revolution in the way we manage our careers or businesses. It's a way of clarifying and communicating what makes you different and special and using those qualities to separate yourself from your peers so that you can greatly expand your success.*
- *Personal branding is the strategy behind the world's most successful people.*



## What can a personal brand do for me?

- ✓ Accelerate your job search using a multi-channel communication strategy
- ✓ Transition more easily into a new career
- ✓ Learn to calculate your true worth for more rewarding salary negotiations
- ✓ Be prepared for change and gain clarity on long-term career objectives

## What else can I use personal branding lessons for?

- ✓ Communicate more effectively in social, professional, or volunteer settings
- ✓ Build a “brand” for projects and proposals to accelerate communication and sales cycles



# Personal Branding Strategy

## Identity

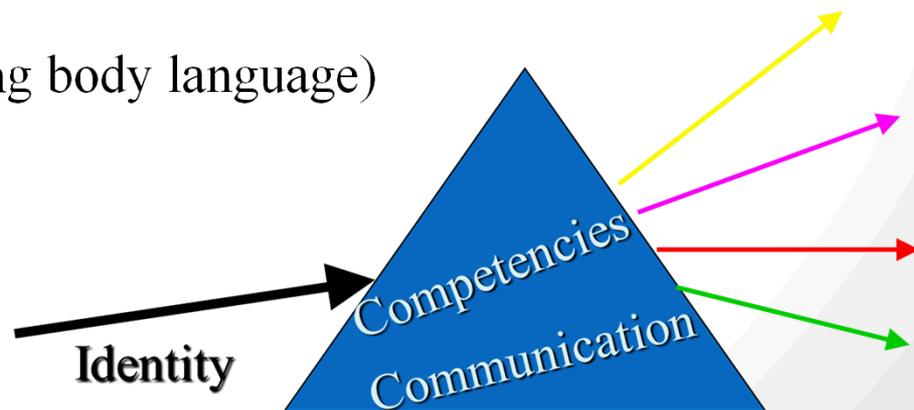
Who you are (Values, Roles, Goals)?  
What makes you unique & distinct?

## Competencies

What is your distinct specialization/area of leadership?  
Be passionate, focused & persistent

## Communication

Who is your target domain?  
Does your identity comply with your domain?  
Do your competencies contribute to your domain?  
Are you visible, distinct?  
Integrated communication (including body language)  
Is your communication consistent?



# Personal Branding Strategies

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## Goal Setting:

- Focus on “END GOALS” not on the “mean goals”  
**WHAT DO YOU WANT? (exercise)**

- Have your goals SMART+:

<b>S</b>	<b>Specific</b>
<b>M</b>	<b>Measurable</b>
<b>A</b>	<b>Attractive</b>
<b>R</b>	<b>Relevant</b>
<b>T</b>	<b>Timely</b>
<b>+</b>	<b>Positive</b>



**M**arket

**The 3**

**M**essage

**Pillars of**

**Personal**

**M**eaning

**Branding**



**M**arket

**How do I address my customers' needs?**

**M**essage

**How can I communicate my unique value?**

**M**eaning

**What does it all mean to me and my community?**



# M arket

**How do I address my  
“customers” needs?**



# Market – Customer Needs

## **Step 1: Perform “customer”-centric needs analysis**

- Your personal brand’s “customers” are employers, venture partners, team members and other individuals or organizations that you are communicating with.
- Try to determine the stated and unstated needs of your customers to derive overall market needs.
  - What business outcomes are they seeking?
  - Can you address some of your customers’ deeper social and emotional needs, such as reputation, social responsibility, or recognition?



# M Market – Competitors

## **Step 2: Create an inventory of competitors**

- A differentiated value proposition also takes into account your competitive field and its offerings.
- Your personal brand's "competitors" are people with a similar skill set, both domestically and internationally, automation, and other substitutes for your skills, personality, and presence.
  - What is unique to your value that cannot be duplicated or replaced?
  - What are your differentiated "right & left brain" composite skills?



# M

# arket – Value Proposition

## Step 3: Craft your value proposition

Your unique value proposition emerges from the combined needs, skills, and competitor matrix.



## Value Proposition



# M

# arket – Value Proposition

**Hint:** Always focus your value proposition on outcomes, not the underlying (undifferentiated) skills

## Outcomes

- Delivering compelling and novel work that employers love
- Multi-Faceted Team Member
- Out of the Box Ideas
- Self-Starter and Independently Guided.
- Novel and Unique Skills you have Developed Throughout your Life.

**Vs.**

## Skills

- Languages: Java 1.6, J2EE, C#/.NET 4.0, C/C++ ||
- Scripts/Tools: UNIX scripting (sh, ksh), PERL, ||
- OOD: UML, Design Patterns, Eclipse Designer, Rational Rose
- Frameworks
- Photoshop CS5.1, Illustrator, Dreamweaver, Excel, PowerPoint, Visio

# M essage

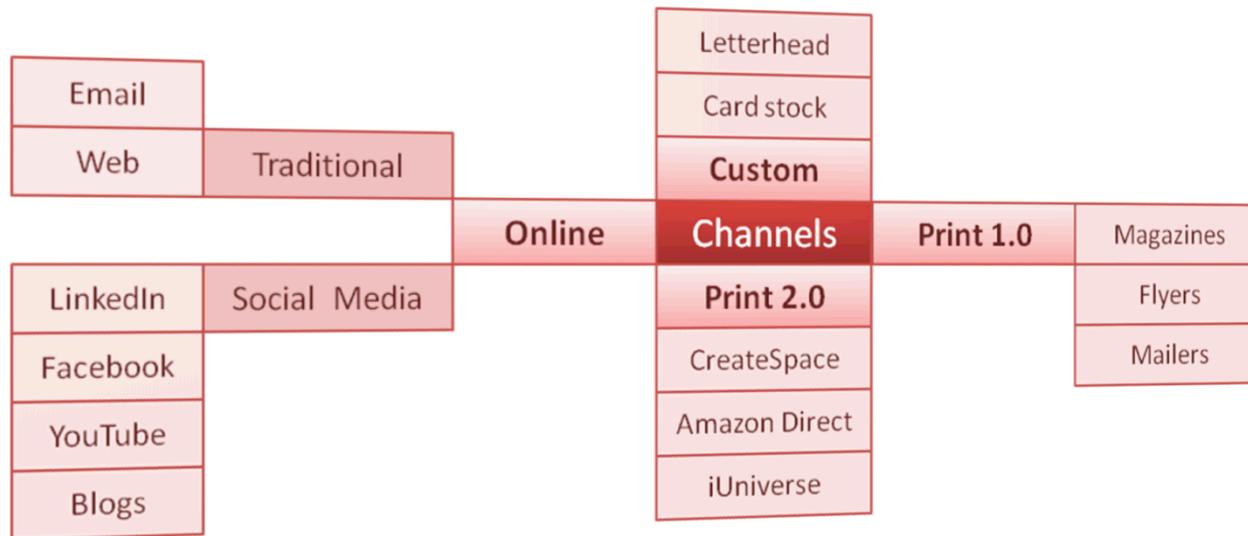
**How can I communicate  
my unique value?**



# Message – Communication

## Step 1: Create a channel map

Your individual communication plan starts with a careful analysis of the available channels for “getting the word out” about your brand.



# M essage – Communication

## **Step 2: Select and create branding elements**

All brand elements for your communication plan should mutually reinforce the branding message and core value proposition.

- Email signature
- Traditional resume
- Infographic resume
- Note stock / paper header
- Executive bio / “brag sheet”
- Pitch book / portfolio
- Blog entries
- Optimized web site
- Optimized LinkedIn profile

# Message – Communication

## Step 3: Roll out your brand

As an Example - Prioritize your branding and communication activities by expected ROMI (Return on Marketing Investment). Leverage sites with high Google scores

(LinkedIn, Slideshare) for extra visibility.

Dear John,  
Thank you for you  
Bjorn Austraat  
Business Results | 650-576-2296  
[www.austraat.com](http://www.austraat.com)

Greater New York City Area (133639)  
 Netherlands (120765)  
Show more...  
Enter location name

Industry +  
Past Company +  
School +  
Profile Language +  
Seniority Level BETA +

Groups: Customer Experience Professionals · In Common: 1 shared connection

**Bjorn Austraat** **YOU**  
Sr. Management Consultant | Telecom & Mobility Practice Leader | Full Lifecycle Business Development  
Greater New York City Area · Management Consultant  
500+ connections · 28 recommendations  
Current: Pro Bono Senior Management | at ...  
Past: Director, Consulting Services | ... more

**Keith M.** **GROUP**  
Sr PMO Program/Project Manager at CIGNA Healthcare Services  
Greater New York City Area · Information Technology

### Bjorn Austraat

Business Results | Strategy Leadership | Talent Management

#### Business Results

**Big User Growth**  
Customer acquisition, engagement, retention, and churn  
2014-2015: 100% increase in customer acquisition  
2016-2017: 150% increase in customer retention

**Business Line Impact**  
2018-2019: 100% increase in revenue  
2020-2021: 150% increase in profit margin

#### Strategy Leadership

**Strategic Alignment**  
2014-2015: 100% increase in strategic alignment  
2016-2017: 150% increase in strategic alignment

**Strategy Formulation**  
2018-2019: 100% increase in strategy formulation  
2020-2021: 150% increase in strategy formulation

#### Talent Management

**Award Winning Leadership**  
2014-2015: 100% increase in award winning leadership  
2016-2017: 150% increase in award winning leadership

**Multiple Success in Delivery**  
2018-2019: 100% increase in multiple success in delivery  
2020-2021: 150% increase in multiple success in delivery

#### Industry Expertise

2014-2015: 100% increase in industry expertise  
2016-2017: 150% increase in industry expertise

#### Global Citizen

2014-2015: 100% increase in global citizen  
2016-2017: 150% increase in global citizen

#### Advanced Degrees

2014-2015: 100% increase in advanced degrees  
2016-2017: 150% increase in advanced degrees

#### Languages

2014-2015: 100% increase in languages  
2016-2017: 150% increase in languages

# Meaning

**What does it all mean to  
me and my community?**



# Meaning – Making your brand matter

## **Step 1: Check for “brand alignment”**

- Your differentiated brand should be in alignment with your personal life goals and sense of purpose.
  - Do you feel confident about your brand? Do your skills and experiences credibly back up your value proposition?
  - Does it authentically reflect your material and spiritual life goals?
  - Does your brand excite you? Are you going to market to achieve your own or other people’s goals?

# Meaning – Making your brand matter

## **Step 2: Evaluate your brand's staying power**

- As the only constant in life is change, plan for future brand extensions and overall brand elasticity.
- If a significant change in the company occurred, how would you reposition your brand?
  - Separate functional skills-based from personality and experience-based value propositions to determine the volatile and invariant elements of your personal brand.
  - Create a brand roadmap with contingency plans for future changes in your core and peripheral brand elements.



# Personal Brand Maintenance

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- Always Keep Asking Yourself Who YOU Are – We are Constantly Changing (Values, Roles, Goals)
- Find out what makes you “distinct”
- Invest in yourself
- Be comfortable in your own skin
- Discover your competencies; improve & maintain them
- Smile – Be positive / Address people with their names
- Be the best/most appropriately dressed person you meet everyday
- Express yourself in the most clear and concise way



# Personal Brand Maintenance

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- Develop positive relationships with all your counterparties
- Become member of appropriate clubs / associations
- Focus: Read, write, deliver speeches, give seminars in your field: Get to be known
- Be careful & selective with the media: But use it to be known
- Be persistent, don't crash & burn
- Invest in your physical and mental health, stay fit in all ways



# Personal Brand Exercises

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**Values (iii):**      **How to find out your Value System?**  
**How to rank your most important values?**

## **Exercise 1: “Meeting your Future-Self”**

**(an internal journey to visualize yourself in the future (10 or 20 years)**

**Meet with that person, and find out what’s important then**

**This is not about a road map, but to find out the desired state in the future...**

## **Exercise 2: “Peak Performance analysis”**

**Choose a great experience you had, or a hobby, something you really enjoy... Talk about it... How was/is it? What makes this unique, thrilling, exciting for you? Try to find out which values are honoured? Which values are associated with that experience?**

## **Exercise 3: “Worst Experience analysis”**

**Choose a bad experience you had, or some events/activities/thing that really disturb you...**

**Talk about it... How was/is it? What makes you feel bad about it?**

**Try to find out which values are not honoured?**

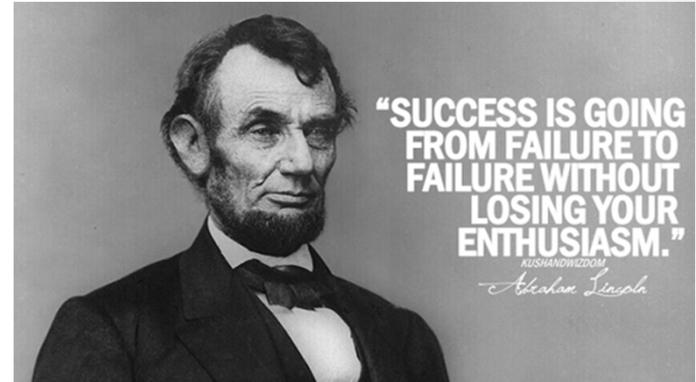


# What A Successful Brand Gives YOU

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- **Success! Benefits:**

- Increase your visibility and presence
- Differentiate yourself from your peers
- Increase your compensation or fees
- Thrive during downturns in the economy
- Expand into new business areas
- Choose better, more interesting assignments
- Understand yourself better
- Achieve your personal and professional goals
- Increase your confidence and self-motivation



# Your Personal Statement for Networking and Interviews

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# Unique Promise of Value and Personal Brand Statement

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- Your unique promise of value, elevator pitch and brand statement are all closely linked; the statement is an expression of the promise.
- Both of them focus on what your target audience expects from you.
- They create an expectation of what you can deliver.
- These are probably the most important pieces of your personal brand profile, so you want to get them right before you start to communicate with your target audience.

# Unique Promise of Value and Personal Brand Statement

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- Exercise – Please see Handouts!



# Personal Elevator Pitch

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# Personal Elevator Pitch

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- A short, simple description of you that anyone can understand by the time you ride up three floors in a typical elevator.
- A Permutation of your Personal Brand Statement that can be applied quickly and in a more concise manner.
- You ARE pitching what you will do for the company, the research, customers, investors, and/or society.
- You want to pitch how you solve a real problem or addresses a burning need that exists today.



# Elevator Pitch “Must Haves” and Caution

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**Interesting opening:** opening must immediately grab interest of recipient

**Passion:** if you are not excited about your idea, no one else will be

**Short:** you only have one minute deliver your pitch



**Caution:** Do not take too long to get to the problem that you are solving—you could lose the listener’s attention

# Elements of a Pitch

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The following points are included in effective elevator pitches:

- The **Hook**: pitch opening that grabs the listener's attention
- Brief description of **product/service**
- Brief **target market** description
- Brief description of how the business is **different** from the **competition**
- Brief description of how you will **make an impact**
- Brief description of the **resources** you need from **investors**
- Brief description of the **returns/payback** the investor can expect
- Memorable tagline/pitch **closing**



Chadwick (2006)



# The Hook/Pitch Opening

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- The hook should grab the attention of the listener and set the stage for the concept
- Many ways to do this including identifying the problem/need you address
  - We help resolve the housing crisis
- If possible, help your listener relate to the problem
  - Questions can be effective: Have you ever had your cell phone fail inside a building?
  - *Very brief* personal stories can also be effective openers



# The KISS of Death: Too Much Detail

- **INEFFECTIVE:**

Our medical technology is the first automatic anesthetic gas scavenging system **that will scan patient's using an anesthetic vaporizer** thus providing analytical, diagnostic and therapeutic techniques similar to those used by National Laboratories in 2007, but that were updated in 2011 to include the new immunology reports.

- **EFFECTIVE:**

We provide the most accurate medical diagnostic equipment available on the market.



# Briefly Acknowledge Your Competition

- Identify a couple of your competitors (that could be also interviewing, or have the potential for providing value), as well as what they provide.
  - “There are many students from top universities that have excellent grades.”
  - “There are other students that are versed in fundamental theory and were taught by world-renown professors.”



# Neutralize Your Competition

- Describe one or two differentiators that describe your advantage
  - “Unlike those students, I bring unique research skills and a background, that paired with my own fundamental education skill set, I can offer your company with new approaches to addressing and solving your needs. I can provide novel value and ensure disruptive impact.”
- Describe how, when, and with what rate of return you expect to bring to those that hired or invested in you.



# Personal Tagline/Pitch Closing

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- End the pitch in a memorable way
- Taglines are often very effective:
  - In summary, there you all have needs, I have solutions to those needs
  - Research can be hard, but challenges in life can be harder...I can overcome challenges.
  - There are obvious and non-obvious challenges, I can help you all with both.
  - Others may work hard, but I will work harder to execute and meet milestones and ensure impact.
- If you do not have a tagline, closing the pitch with a simple “Thank You” can also be effective and professional.

# Elevator Pitch: Practice

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## Now you try! – Exercise

- **Hook:**
- **Product:**
- **Market:**
- **Competition and Differentiators:**
- **Revenue Model:**
- **Investment Required and Payback Estimate:**
- **Closing:**



# Final Note on Elevator Pitches

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- The most important thing you can do is practice your pitch
- Remember most people have a short attention span that decreases as you talk more than “one-minute.”
- The most effective pitches will not come across robotic
- The most effective elevator “pitchers” know their material so well that they could easily deliver it in a casual conversation with anyone.
- In summary:

**Practice, practice, practice!!**



# Career Fair Tactics 101

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# What is a Career Fair?

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- Not a Job Fair!
- An event that is like a trade show and speed-networking event with a large number of potential employers.
- Forum for gathering information about potential opportunities



# Why Attend?

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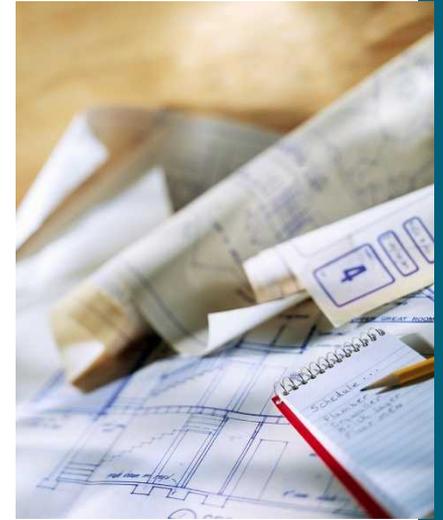
- Expand number of network contacts
- Receive sound advice from recruiters
- Learn about opportunities in your field
- Increase chances for an interview by making a good “first impression”



# Have a Game Plan

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- What is your goal
- List of Employers to target
- Research companies
- Draft your introduction
- Outline questions to ask
- Prepare professional documents



# Do Your Homework About Employers

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- Review the list of employers
- Identify those that you want to talk with.
- RESEARCH these employers so you'll know basic information about them.
- Determine 3 – 5 questions for each employer.
- Tailor a resume for each employer



# Prepare to Meet the Company Representative

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- Execute your Brand Personal Statement & Pitch.
  - Prepare to ask and answer questions.
  - Create a list of questions to ask.
  - Practice answering potential questions using Interview Stream.
  - Keep responses positive and on topic.



# Suggested Reading List

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“Build Your Own Life Brand!”

“Make a Name for Yourself”

“Differentiate or Die”

“The Personal Branding Phenomenon”

“Be Your Own Brand”

“Personal Networking”

“Micro Branding”

Stedman Graham

Robin Fisher Roffer

Jack Trout

Peter Montoya

David McNally & Karl D. Speak

Mick Cope

T. Scott Gross



# Q&A

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- [kmarmij@sandia.gov](mailto:kmarmij@sandia.gov)
- For additional tips on building a winning personal brand, please visit <http://bjornastraat.wordpress.com>

