

# BKD

CPAs & Advisors

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## HOW ENCOURAGING EMPLOYEES TO DEVELOP PERSONAL BRANDS WILL LEAD TO SUCCESS FOR EVERYONE

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# The Purdy Girls



# WHAT IS A BRAND?



# BRAND EXAMPLE



# WHAT IS YOUR COMPANY'S BRAND?

## › Unmatched Client Service

- Integrity First
- True Expertise
- Professional Demeanor
- Responsive Reliability
- Principled Innovation

## › PRIDE



Everyone needs a trusted advisor.  
Who's yours?

**BKD**

“What you do every day matters more than what you do every once in a while.”

- Unknown



# WHAT IS A PERSONAL BRAND?



# WHAT IS A PERSONAL BRAND?



“I’ve learned that people will forget what you said,  
people will forget what you did, but people will never  
forget how you made them feel.”

- Maya Angelou

# WHY DO YOU NEED A PERSONAL BRAND?





# WHY DO YOU NEED A PERSONAL BRAND?



“People don’t buy what you do, they buy why you do it.”

“Profit is not a purpose; it’s a result.”

- Simon Sinek

# CAN YOU CONTROL YOUR PERSONAL BRAND?



# HOW DO YOU CREATE YOUR PERSONAL BRAND?

- Precision or Clarity
- Persistence or Consistency
  - Positive or Confidence
- Proficient or Competence
- Perpetual or Constancy



# 10 STEPS TO BUILDING YOUR PERSONAL BRAND

1



# 10 STEPS TO BUILDING YOUR PERSONAL BRAND

2



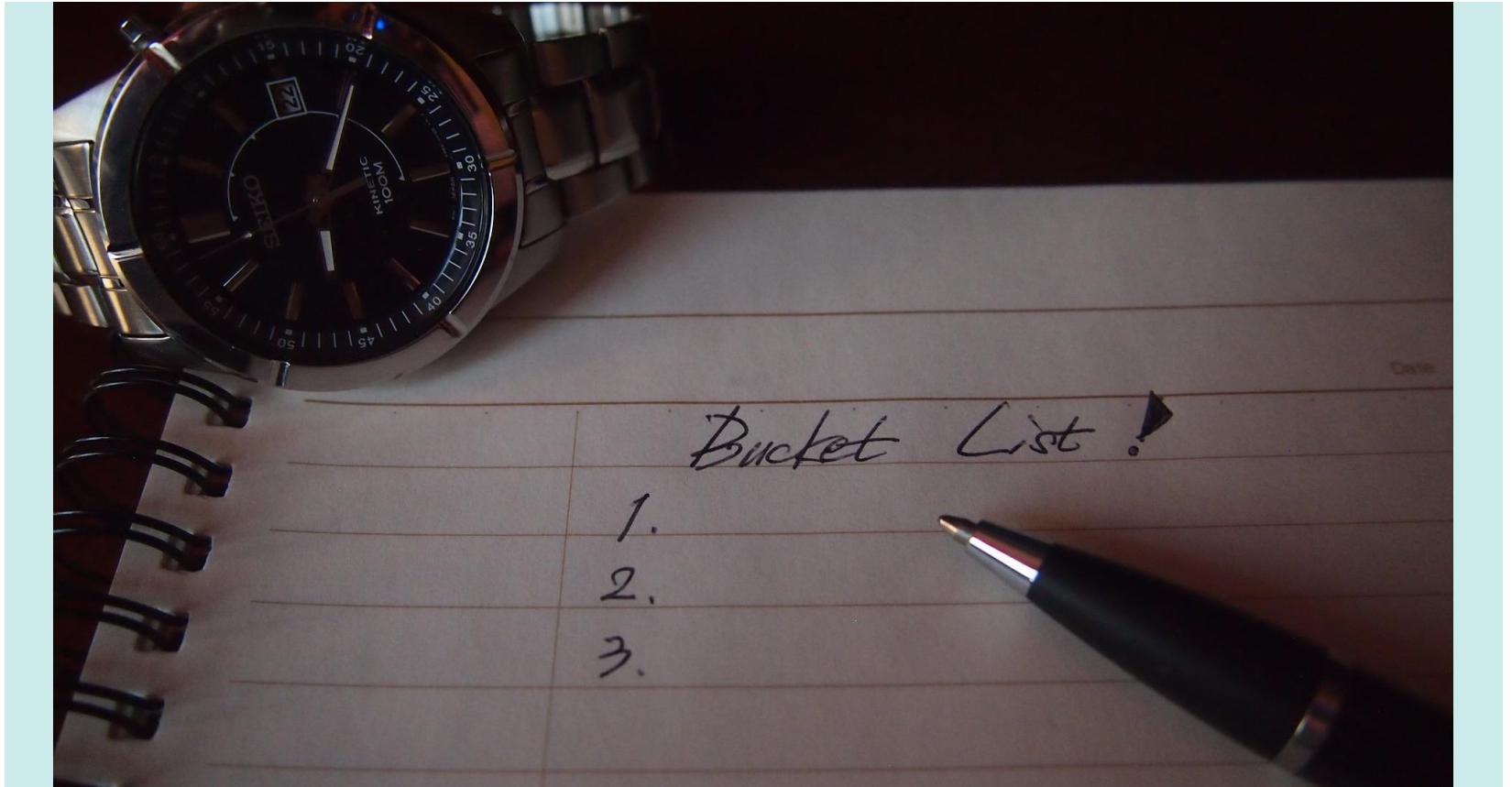
# 10 STEPS TO BUILDING YOUR PERSONAL BRAND

3





# 10 STEPS TO BUILDING YOUR PERSONAL BRAND





# 10 STEPS TO BUILDING YOUR PERSONAL BRAND

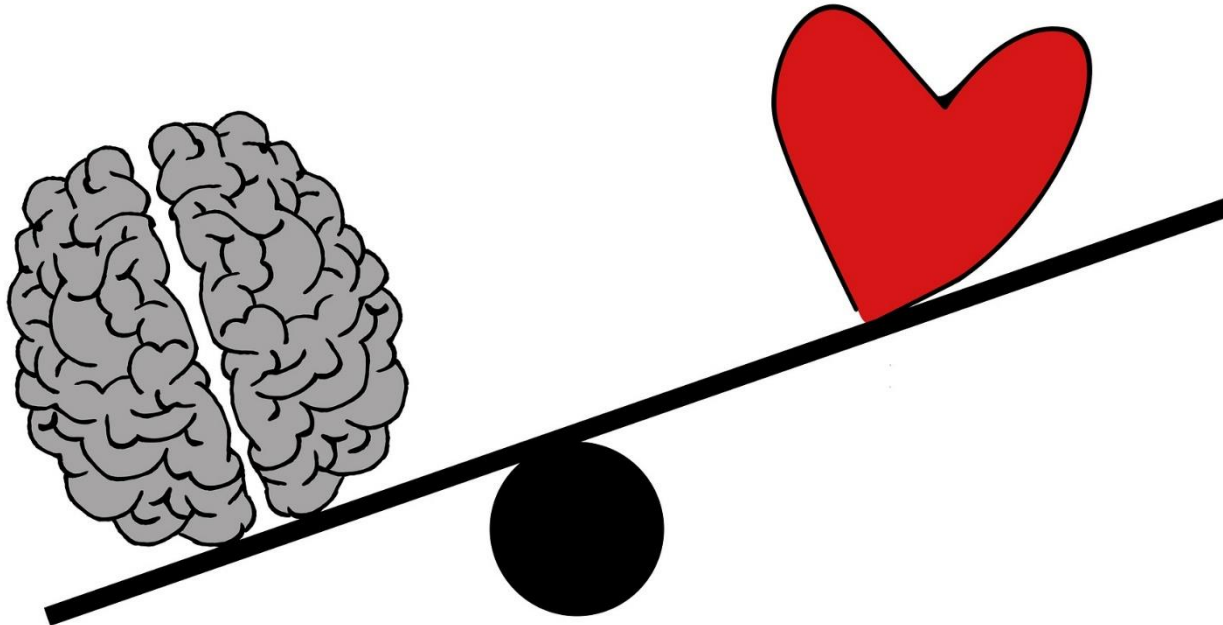


“Your life does not get better by chance. It gets better by change.”

- Jim Rohn

# 10 STEPS TO BUILDING YOUR PERSONAL BRAND

4



# 10 STEPS TO BUILDING YOUR PERSONAL BRAND

5



A word cloud on a light blue background featuring various terms related to altruism and community service. The words are arranged in a roughly rectangular shape, with some words oriented vertically and others horizontally. The colors of the words range from light purple to dark purple. The most prominent words include 'HELPING', 'VOLUNTEER', 'COMMUNITY', 'DONATIONS', 'MISSION', 'GENEROUS', 'SERVICES', 'CHARITY', 'LIFE', 'RESPECT', 'TOGETHERNESS', 'MORAL', 'CARE', 'AID', 'HOPE', 'TEAMWORK', 'PERSON', 'CONTRIBUTION', 'ASSISTED', 'RESCUE', 'SUPPORT', 'ADULT', 'ALTRUISTIC', 'GIVING', 'AWARENESS', 'ASSISTANCE', 'TIME', and 'MORAL'.



# PERSONAL BRANDING STATEMENT TEMPLATE

## **Personal Branding Statement Template:**

**I am:**

**I help:**

**Understand/Do:**

**So That:**

# PERSONAL BRANDING STATEMENT TEMPLATE

## Personal Branding Statement Template:

**I am:** A trusted advisor

**I help:** community banks and their employees

**Understand/Do:** their purpose

**So That:** they can help their clients achieve their goals and dreams

# 10 STEPS TO BUILDING YOUR PERSONAL BRAND?

## **Bert's Personal Branding Statement:**

“A trusted advisor who has a positive influence on everyone with whom I come into contact. Professionalism, respect, positivity and integrity are my guiding principles with everything I do, say or think.”

**What is yours?**

# 10 STEPS TO BUILDING YOUR PERSONAL BRAND

6





# 10 STEPS TO BUILDING YOUR PERSONAL BRAND

7



“The moment you take responsibility for everything in your life is the moment you can change anything in your life.”

- Hal Elrod, author of *The Miracle Morning*

# 10 STEPS TO BUILDING YOUR PERSONAL BRAND

8



“Failure is not falling down but refusing to get up.”  
- Chinese proverb



# 10 STEPS TO BUILDING YOUR PERSONAL BRAND

9





# 10 STEPS TO BUILDING YOUR PERSONAL BRAND

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WHAT'S YOUR  
STORY

# Questions?

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# Thank You!

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