

BKD

CPAs & Advisors

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



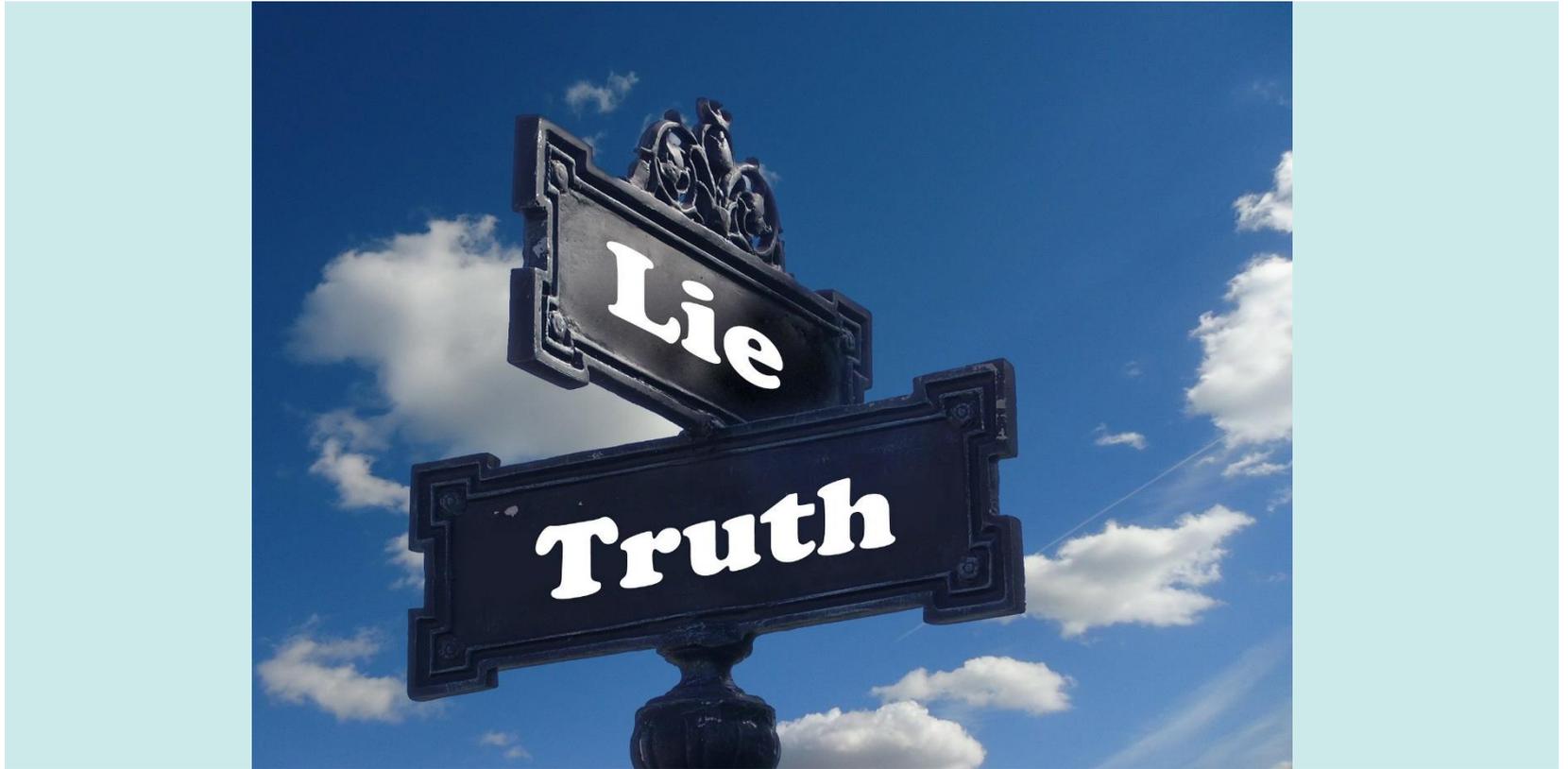
“What you do every day matters more than what you do every once in a while.”

- 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

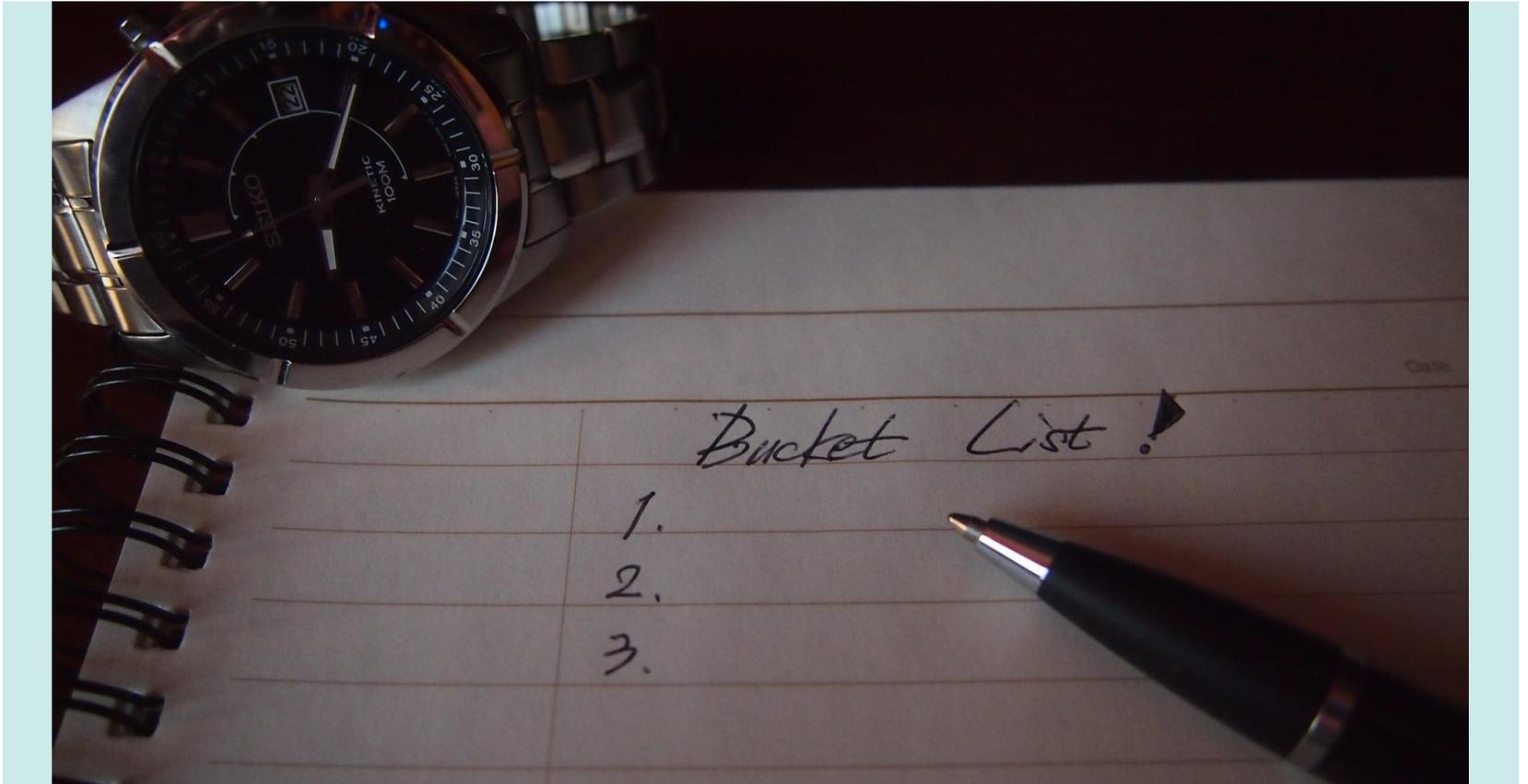


10 STEPS TO BUILDING YOUR PERSONAL BRAND

3



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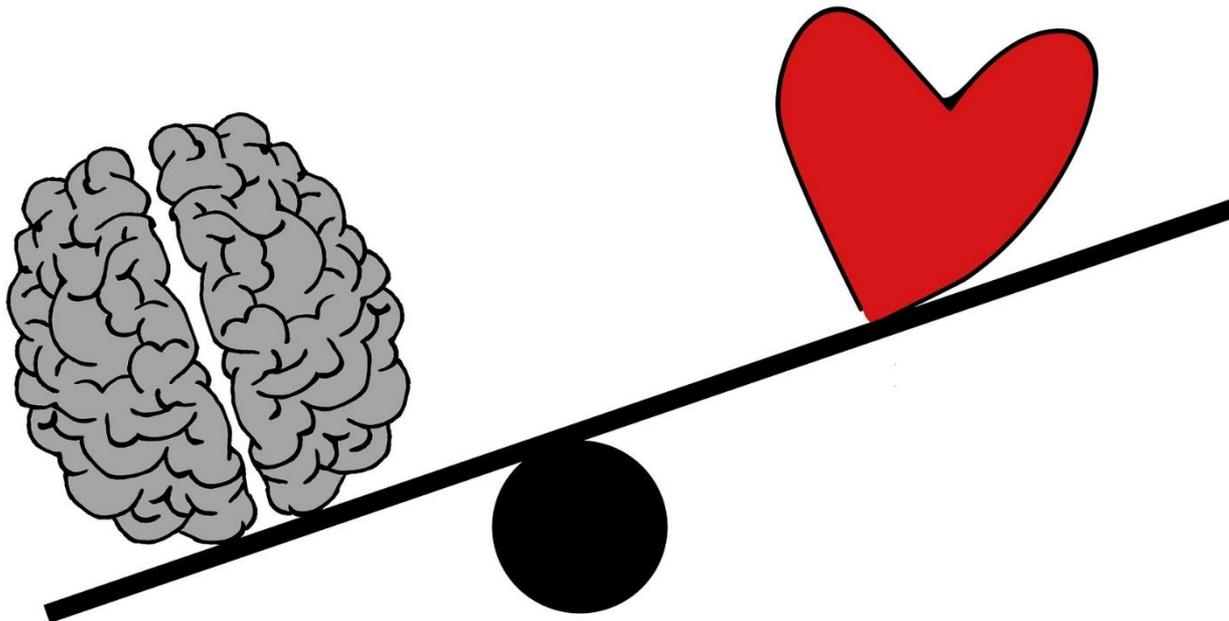


“Your life does not get better by chance. It gets better by change.”

- Jim Rohn

10 STEPS TO BUILDING YOUR PERSONAL BRAND

4



10 STEPS TO BUILDING YOUR PERSONAL BRAND

5



A word cloud on a light teal background featuring various terms related to philanthropy and social impact. The most prominent words are 'HELPING', 'VOLUNTEER', 'COMMUNITY', 'DONATIONS', and 'MISSION'. Other visible words include 'GENEROUS', 'GIVING', 'SERVICES', 'ASSISTANCE', 'MORAL', 'CARE', 'AID', 'RESPECT', 'TOGETHERNESS', 'CHARITY', 'LIFE', 'ALTRUISTIC', 'RESCUE', 'SUPPORT', 'HOPE', 'TEAMWORK', 'PERSON', 'CONTRIBUTION', 'ASSISTED', 'ADULT', and 'TIME'.

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

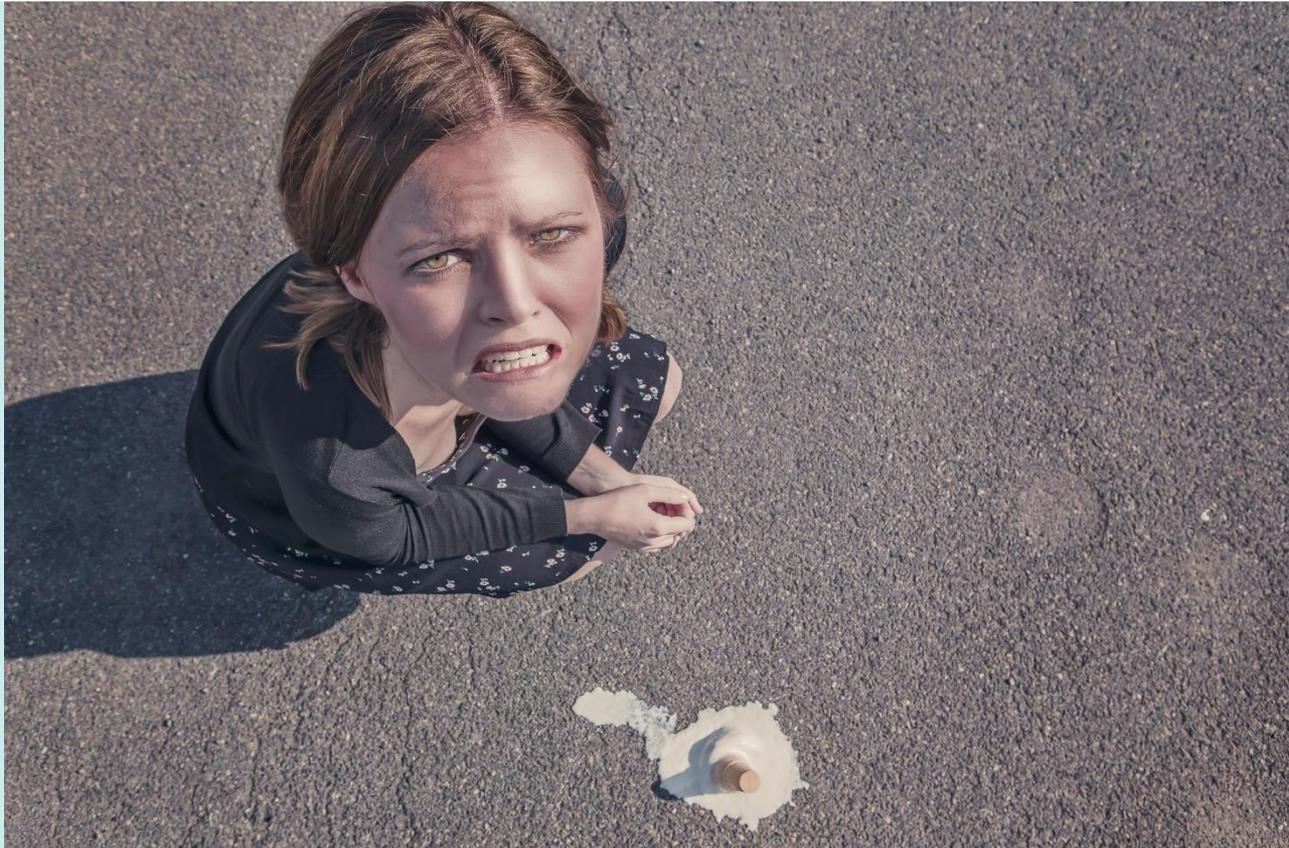


“The moment you take responsibility for everything in your life is the moment you can change anything in your life.”

- 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

10



WHAT'S YOUR
STORY

Questions?

Thank You!

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