


**VIRTUAL**  
24HR NACADA CONFERENCE

Let me know in the Q&A box where you are from and why you have decided to attend today's session!

**Women, Let's Focus on You:  
How to Build Your Personal Brand for Professional Success**

Presented by Dana Parcher  
Program Director, Advisor Training and Development  
University of Colorado Boulder

Always be a first-rate version of yourself, instead of a second-rate version of somebody else.  
- Judy Garland



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**Learning Outcomes**

- Summarize what a personal brand is and how it applies to you and your current professional role
- Understand the importance of a personal brand
- Describe five ways to market your own personal brand



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**What is Personal Brand?**

- The ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group, or organization.
  - It often involves ascribing one's name to something and becoming known for something.
- But, what does personal brand imply?
- The goal is about becoming a name outside of your office.



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**What is Personal Brand?**

Your brand is what other people say about you when you're not in the room  
- Jeff Bezos



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**If you're not branding yourself,  
you can be assured  
others are doing it for  
you.**



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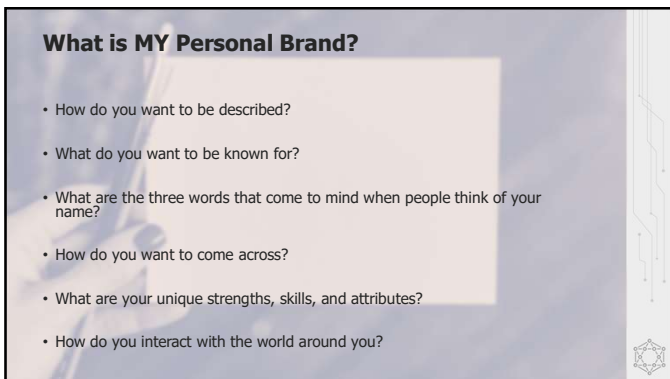
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**What is MY Personal Brand?**

- How do you want to be described?
- What do you want to be known for?
- What are the three words that come to mind when people think of your name?
- How do you want to come across?
- What are your unique strengths, skills, and attributes?
- How do you interact with the world around you?



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**Think of a person...**



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**Answer:**

- Does this person work harder than you?
- Is this person smarter than you?



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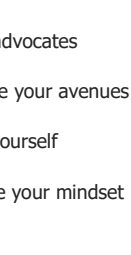
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**SHAPE Yourself**

- Self-monitor
- Have advocates
- Analyze your avenues
- Push yourself
- Engage your mindset



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**Self-Monitor Your Image**

- Your image needs to reflect your skills, talents, and authentic style
- How do you want to be perceived? When people first meet me, I want them to see me as \_\_\_\_\_.
- Is your current image reflecting what you want it to?



Charismatic or Unfriendly  
 Outgoing or Shy  
 Kind or Disagreeable  
 Warm or Cold  
 Open or Closed  
 Powerful or Weak  
 Engaging or Odd  
 Professional or Casual

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**Self-Monitor Your Image**

- What they see:
  - Dress, accessories, grooming
  - Eye contact, facial expressions
  - Body language, posture
  - Our office
- What they hear:
  - Enthusiasm, confidence
  - "I guess" or "I hope" vs. "I know" or "I will"

"There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say, and how we say it." – Dale Carnegie

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**Have Advocates**

- Develop Advocates
  - Someone who knows what you want and are in a position to recommend you
  - Can't just ask for an advocate. Must earn it.
- Don't have a boss who advocates for you?
  - Don't take it personally.
  - Don't self-promote, find secondary advocates.
  - Observe who your boss is advocating for.
- Ask yourself:
  - What can you do today to start fostering relationships with your potential advocates?
  - What can you do to further the relationship with the advocates you have?

"No voice is too soft when that voice speaks for others."- Janna Cachola

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**Slide 11**


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**DP1** Dana Parcher, 8/16/2019

**Analyze your Avenues**

- Expand your skills and knowledge
  - Know what you're talking about!
  - Don't forget those soft-skills!
  - What makes you unique?
- Take calculated risks
  - Do lots of research
  - Pack your chute.
- Ask yourself:
  - What knowledge do you need to help your brand?
  - What resources can you leverage to ensure a risk you take will work out?

"Unless you try to do something beyond what you have already mastered, you will never grow."  
— Ronald E. Osborn



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**Push Yourself**

- Become involved
  - Think locally and globally
  - Start something yourself if you have nothing to join
- Take it one step further
  - Become a leader and leverage it
  - Consider your values and find that connection
- Ask yourself:
  - What is the one place that you can get involved?
  - What do I really care about that I want to have people know me for?

Try not to become a man of success. Rather become a man of value. — Albert Einstein



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**Engage your Mindset**

- Your Attitude Matters
  - Stay away from gossip!
  - Show interest in others
  - Consider your colleagues
- Ask yourself:
  - How am I currently not demonstrating an outward positive mindset?
  - What small things can I do to demonstrate a positive attitude or mindset to others?

Once your mindset changes, everything on the outside will change along with it. — Steve Maraboli



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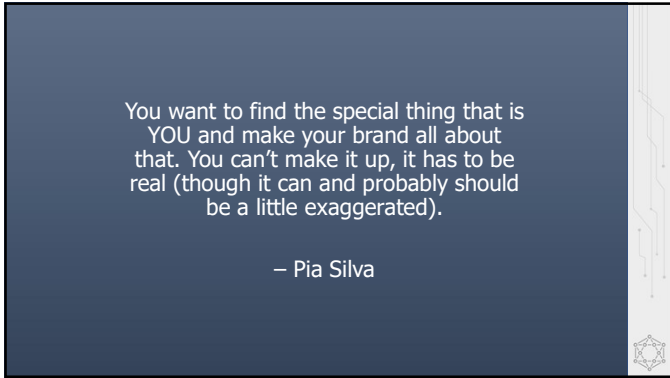
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<http://bit.ly/24hrEval>

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