

What is Your Superpower?

Steps to Creating Your Personal Brand
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The heart and soul of my life's work is finding the unique potential in people and empowering them to thrive.

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Carin Kaltschmidt, HSU 2020 Distinguished Alumni, Class of 1990

Executive Coach and Educator

Media & Entertainment Industry Professional

Senior Partner and Leader at Ernst & Young, Consulting Services (Retired)

Overview

- Your personal brand
- Three steps for creating your personal brand
- Activate your personal brand
- Takeaways

Your personal brand

Your personal **brand** is
what
differentiates you
from others

- Capabilities
- Personal image
- Talents
- Communication
- Gravitas

Three steps for creating your personal brand

- 1 Explore
- 2 Describe
- 3 Market

“Life is not about finding yourself.
Life is about creating yourself.”

George Bernard Shaw

Step 1 for creating your personal brand

1 Explore

“People often overvalue what they are not and undervalue what they are”

Self-reflection

- Do I like my “automatic brand?”
- What perceptions do others have of me?
- What opportunities does it open or close?
- How would I change it?

Evaluate your current brand

- What are my goals and motivations?
- What are my values?
- What makes me amazing?

Step 2 for creating your personal brand

2 Describe

“Branding is what other people say about you when you are not in the room.”

Jeff Bezos, founder and CEO of Amazon.com

Your story

- What do I want to be known for?
- What differentiates me?
- What words describe me best?

What is my purpose

- What inspires me?
- What are my strengths?
- What do I want people to expect from me?

Step 3 for creating your personal brand

3 Market

“If you do not give the market the story to talk about, they’ll define your brand story for you”

Getting the word out

- Who am I communicating my brand to?
- How will I market my brand?
- What methods will I leverage?

Keeping it fresh and relevant

- Is my brand growing with me?
- How often do I reassess my brand?
- Did I expand my talents and capabilities?
- Who can provide me with feedback?

Activate your SUPERPOWER brand

P

**Project
authentically**

Show a
strong belief
in your
capabilities

O

**Own your
purpose path**

Be mindful,
take control
of your life

W

**Widen your
network**

Engage your
mentors,
advocates
and sponsors

E

**Elevate your
message**

Communicate
with clarity,
confidence
and charisma

R

**Realize your
purpose**

Know your
values and
what you
stand for

Takeaways

- Assess your current personal brand
- Write your personal brand statement
- Market your personal brand

“Don’t be scared to present the real you to the world, being authentic is the key to success.”