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**Alesia Latson**  
Co-Founder &  
Chief Possibilities Officer  
LeadvantEDGE



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Building Your  
Breakthrough  
Leadership  
Brand

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**AGENDA**

- Brand Management Key Concepts
- 5 P's of Leadership Brand Management
- Market Analysis
- Action Planning

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# GOAL

To identify the most effective actions for **creating your strongest Team Brand** that leverages your unique strengths and attributes to innovate, add value and achieve remarkable business results.

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# EVERYONE HAS A BRAND

- It's your operative reputation – what comes to mind when your name comes up?
- Brand lives in the hearts and minds of your marketplace.
- Strong brands are managed, intentional outcomes.



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# CREATING A POWERFUL PERSONAL BRAND



RELEVANCE (need for product)

DIFFERENTIATION (degree to which it is unique)

Your Brand

Landor/BrandEconomics

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## Strongest Brands

Track Record of...

1. Quality
2. Consistency
3. Dependability/Reliability/Predictability
4. **Trustworthiness**
5. Focus
6. High level of strategic awareness in target markets
7. Continuous renewal & market centric innovation

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## What's Your Relevance & Differentiation?

### What do you bring & What difference does it make?

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BRAND: TWO PARTS

**BRAND WITHIN**

- Your vision, values, personality, intellect
- Your character, authenticity
- Your credibility, trustworthiness
- Your personal energy and style

**BRAND WITHOUT**

- How your intentions actually land in your market

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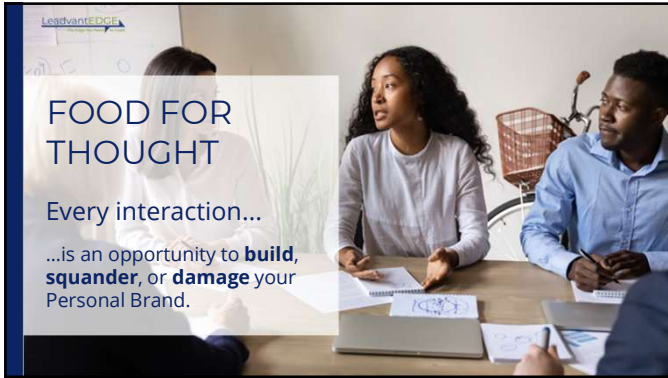
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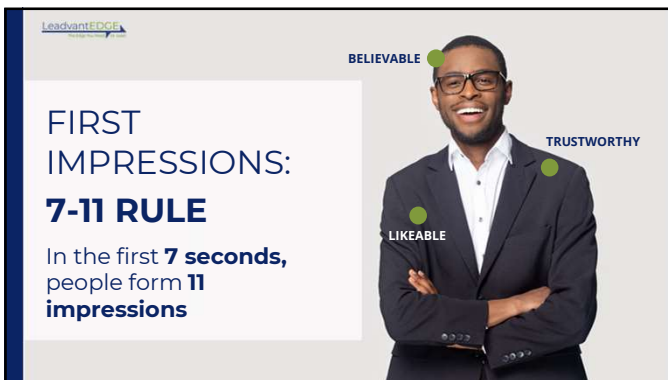
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## FIRST IMPRESSIONS ARE LASTING

- 
**“Remarkable accurate”**
  - Studies have shown that short slices of behavior – less than 5 minutes – yield lasting personality assessments
- 
**Cognitive Discounting**
  - Once people have formed an impression of you, they disregard information that is inconsistent with their ideas

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## PERSONAL BRAND FRAMEWORK

**This is strategy – at the heart of the strategy is YOU**

Personal Brand is all about:

- Heightened self-awareness
- Heightened self-ownership
- Being more intentional
- Your distinction



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## Breakthrough Brand Framework

- A strong brand is the result of deliberate, sustained focus and execution
- Breakthrough brand is your identity in the marketplace
- Only way to understand your brand is through feedback
- Without feedback, we often perpetuate brand drags unknowingly

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### Card Exercise

**STEP 1:**

- a) Write your name and table number on 4 cards
- b) Give your 4 cards away to others in the room:
- c) Move around the room exchanging cards until everyone has 4 cards from other people
- d) When you've given out your 4 cards and taken 4 cards from others, sit down

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### Card Exercise

**STEP 2:**  
For each card, do the following:

- a) On the front side of each card, circle up to 6 words that describe your impressions (Attributes).
- b) On the other side, write things the person may want to work on (Take Note).
- c) When you have completed all your cards, turn them name-side up, and hand them in.

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### Sample Card

**Take Note**

- Balance "airtime" to give others opportunity to speak
- Jump in more to share your insights
- Less self-deprecating humor
- Be mindful of saying "you guys"
- Careful to not interrupt when others are finishing their thoughts
- Ask more questions
- Watch out for multi-tasking
- Demonstrate active listening behaviors

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**MARKET ANALYSIS**

1. Identify key markets/stakeholders
2. Define market needs/pain points
3. Assess the current tangible value that you bring
4. Identify opportunities to deliver greater value
5. Reprioritize/redirect efforts based upon market opportunities identified

STAKEHOLDER	THEIR PAIN POINTS/NEEDS	CURRENT VALUE ADD	HOW TO BRING GREATER VALUE

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**WHAT IS BRAND MANAGEMENT?**

Strategy to manage your impact by focusing on the **relevant and differentiated value** you bring to your markets.

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**THE 5 P'S OF BRAND MANAGEMENT**®

- 1 **P**ersona
- 2 **P**roduct
- 3 **P**ackaging
- 4 **P**romotion
- 5 **P**ermission

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**PERSONA**

**“All of our guests bring us happiness...”**

**Brand Persona** is the emotive connection and reaction others have with and to you as a result of your personal energy and style. It is the marketplace's emotional response to you as a person.

- Strong brands are managed outcomes, not an accident
- Successful professionals take responsibility for ensuring they create and maintain healthy, productive working relationships with others
- Personal experience drives perception

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## PERSONA

**Brand Persona is about having a well developed 'social self,' including:**

- Taking ownership for contributing positive energy
- Having a genuine interest in others
- Adaptability
- Self-awareness
- Self-regulation



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What words do others use to describe your **persona**?



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**TEXT 5 PEOPLE AND ASK...**

What 4 Words Would You Use to Describe Me?

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# PRODUCT

Brand Product is the sum of your skills, capabilities, experience, intellectual capital and potential, and results you've delivered.

Three major Product-based categories to manage:

1. Technical and functional expertise & mastery
2. Understanding the needs of your markets
3. Ability to take prudent risks and introduce innovative ideas to the work

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YOUR BRAND OF LEADERSHIP

ARE YOU...

- Strategic
- Knowledgeable & informative
- Standing and delivering in a compelling way
- Collaborative & motivating
- Responsive & accessible
- Courageous
- Demonstrating grace under pressure; manage emotions
- Innovative
- Giving the appropriate amount of direction and detail
- Realistic & practical
- Listening
- Intellectually curious

Do you have a following? (Do people want to work with you/for you?)

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BRAND PRODUCT ROLLING LEARNING SCHEDULE  
(The continuous development of your value exchange over time)

KEY SKILLS I'VE ADDED

LAST YEAR	THIS YEAR	NEXT YEAR

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Lunch  
Meet back at 1:00 pm





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## PACKAGING

The goal is to ensure that your brand packaging reinforces and enhances your brand: "If it distracts, it detracts."

Brand Packaging is the wrapping you place around your product...it's the visual manifestation of your brand:

- Appearance
- Reports
- Presentations
- Workspace/Zoom background/Zoom Name
- E-mail
- Stress Management
- Time Management

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## PROMOTION

**“A terrible thing happens when there's no promotion...nothing.”**  
- P.T. BARNUM

Doing a good job is not enough. **It's not just what you know: it's who knows you know it.**

**Brand Promotion** is the strategic and proactive management of your reputation.

- Who needs to know about you, your team, and your work?
- What it is that **you choose** for them to know?

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**PROMOTION:  
EXCHANGE OF VALUE**

Focus is on the exchange of valuable business information

- Ideas
- Intelligence
- Connections
- Best Practices
- Efforts & Breakthroughs

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**PROMOTION:  
SIMPLE STRATEGIES**

Focus is on the Exchange of Valuable Business Information

- Keeps others in the know (e.g., what's happening/ status updates)
- Provides context (including efforts, considerations)
- Provides adequate advance notice
- Delivers value through information sharing
- Closes the loop
- Acknowledges missteps, shares lessons learned
- Gives credit where credit is due

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**COMMUNICATING YOUR VALUE**

<p><b>1</b> Expression of gratitude</p> <ul style="list-style-type: none"> <li>· I'm grateful for the opportunity to...</li> <li>· It's a privilege to...</li> <li>· I'm fortunate to...</li> <li>· I'm delighted/proud/excited to...</li> </ul>	<p><b>4</b> Acknowledgement of other's contributions</p> <ul style="list-style-type: none"> <li>· The people with whom I worked... (Name names and then specifically state their contributions - be concise.)</li> </ul>
<p><b>2</b> The importance of the work</p> <ul style="list-style-type: none"> <li>· The team was tasked with...</li> <li>· Our group was charged with...</li> <li>· Our mission/goal was to...</li> </ul>	<p><b>5</b> State results in quantitative &amp; qualitative terms</p> <ul style="list-style-type: none"> <li>· As a team we were able to...</li> <li>· The feedback that I/we received that was most rewarding was...</li> </ul>
<p><b>3</b> Your involvement in the work</p> <ul style="list-style-type: none"> <li>· My role was to...</li> <li>· My contribution to the work was...</li> <li>· My focus was on...</li> </ul>	<p><b>6</b> Insight, appreciation, acknowledgement or gratitude</p> <ul style="list-style-type: none"> <li>· What I learned was...</li> <li>· I have a greater appreciation for...</li> <li>· Again, it was a real privilege to play a part...</li> </ul>

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REACH & FREQUENCY SCHEDULE

PROMOTION STRATEGY

TARGET	MESSAGE	METHOD	OBJECTIVE	FREQUENCY

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## PERMISSION

**Permission is believing you have just as much to offer, if not more, as anyone else.**

**If you don't give yourself permission to:**

- Come to play, not wait to be invited
- Grant yourself legitimacy
- Want to be the best
- Be accountable for results

**...who will?**

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PERMISSION SLIP

GIVE YOURSELF PERMISSION TO:

- Hold yourself accountable for how your markets experience you & for the end results
- Actively engages in discussions
- Promptly addresses issues
- Ask for a seat at the table
- Influence regardless of authority
- Ask for help, seeks coaching/mentors
- Push outside your comfort zone; and allows yourself to make mistakes and grow

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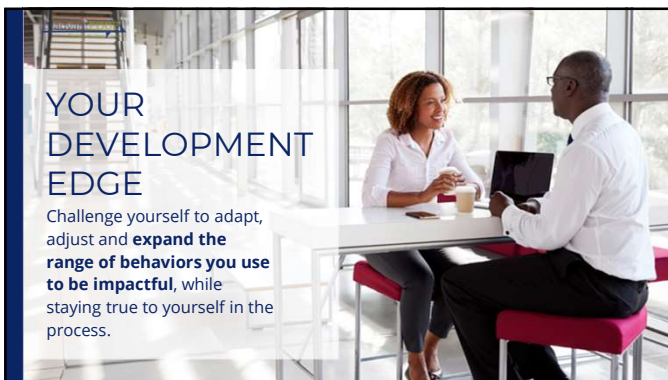
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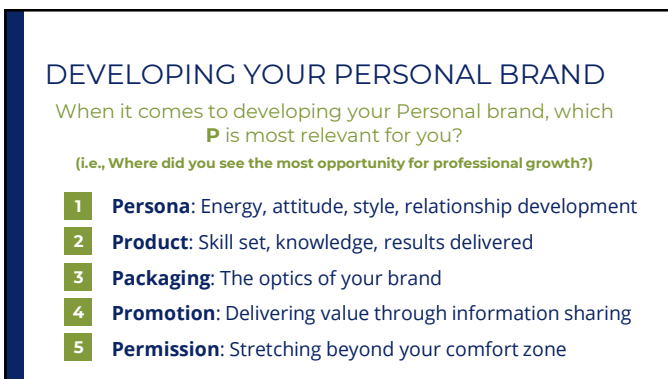
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### CREATING YOUR TEAM BRAND OF TOMORROW

ONE YEAR FROM TODAY...

- What will **set you apart** in inside the organization?
- What will be distinctive about the work you do?
- What will be the **measurable impact** on your organization's bottom line?
- What **innovative "home run(s)"** will you hit in the next 3 months? 12 Months?

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- 1 Persona
- 2 Product
- 3 Packaging
- 4 Promotion
- 5 Permission

START STOP KEEP

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MORE TO LEARN!

Harvard Management UPDATE

Five Steps to Building Your Personal Leadership Brand  
by Dave Ulrich and Norm Smallwood

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MORE TO LEARN!

SUSAN HODGKINSON

THE LEADER'S EDGE

Using Personal Branding to Drive Performance & Profit

Pinnacle Book Achievement Award

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Break



momentum

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**What Do You See?**

April Benetollo  
Andrea McCaskey



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*Course Materials*



[momentumleaders.org/huntsville-executive-class-2-materials](https://momentumleaders.org/huntsville-executive-class-2-materials)

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**Leading with Excellence**

Vitale Hardin  
November 28<sup>th</sup>



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**Announcements**

Conference Registration Open Now  
Webinar with Lisa Hall – Oct 25 @ Noon  
Huntsville Workshop – Nov 29



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Please  
Provide  
Feedback!





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*celebrations*



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