

Pathfinders Program, LCLD – April 17, 2015

Make an Impact!
Capture, Communicate & Build Your Brand
for Meaningful Relationships

Ritu Bhasin, LL.B. MBA
People Strategist & Diversity Specialist
Twitter: @Ritu_Bhasin



Today's Discussion...
Making An Impact Through Your Brand Development

How to Capture Your Brand – What sets you apart – What attributes or associations do you want attached to you?

How to Communicate Your Brand – Learn how to effortlessly discuss what sets you apart (your skills, strengths, differentiators)

Get Noticed – Get your brand out there to develop your profile

Is something cultural going on?



Overview:
Let's Start By Talking a Bit About Branding...

Savage Chickens

by Doug Savage



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What Do We Mean By Your Brand?

Both how you define yourself and how others define you

The associations and attributes that are attached to who you are and how you are viewed

It's an experience → sum total of your personal and professional skills, abilities, attitudes and values

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Perceived Challenges in Brand Development

- Imposter Syndrome → Feelings of insecurity
- Need Tools → How do I do this?
- Practice Humility → Hard to talk about myself
- Self-Reflection → Don't know what to say
- “Skills Res Ipsa Loquitur” → Let my skills speak for themselves

Checking in...Self Reflection Exercise

Capturing Your Brand

3 Key Pillars



Capturing Your Brand

Communicating Your Brand

Getting Noticed

How to Capture Your Brand

- What sets you apart – What attributes or associations do you want attached to you?
- Start by asking yourself...
 - What do you want your brand to be?
 - What skill sets do I have that set me apart/make me unique?
 - What are my top leadership attributes? What accomplishments should I be highlighting?

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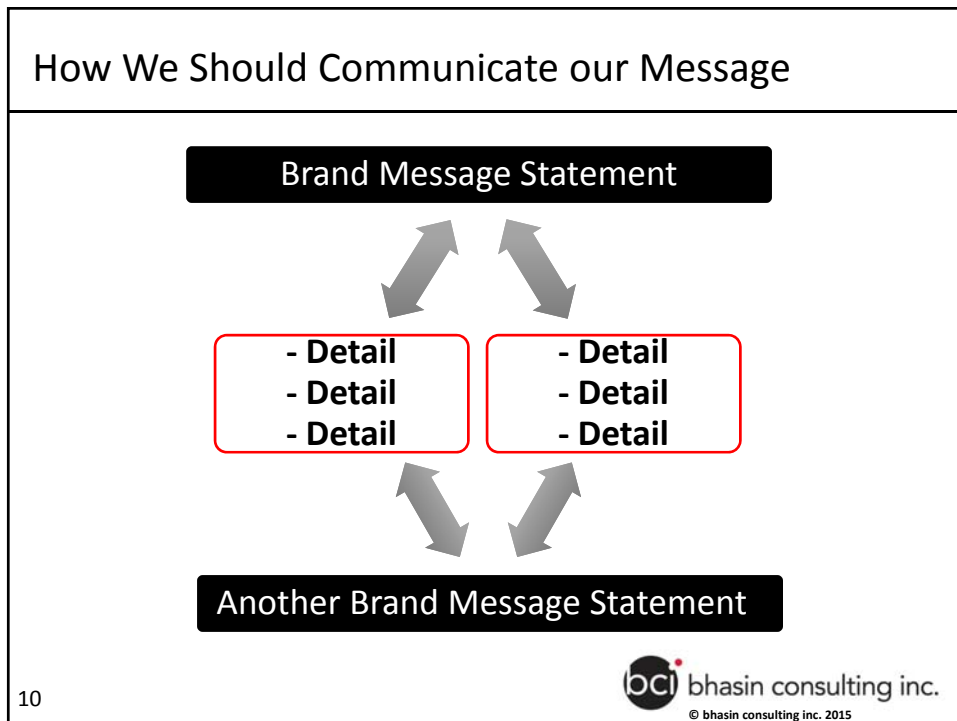
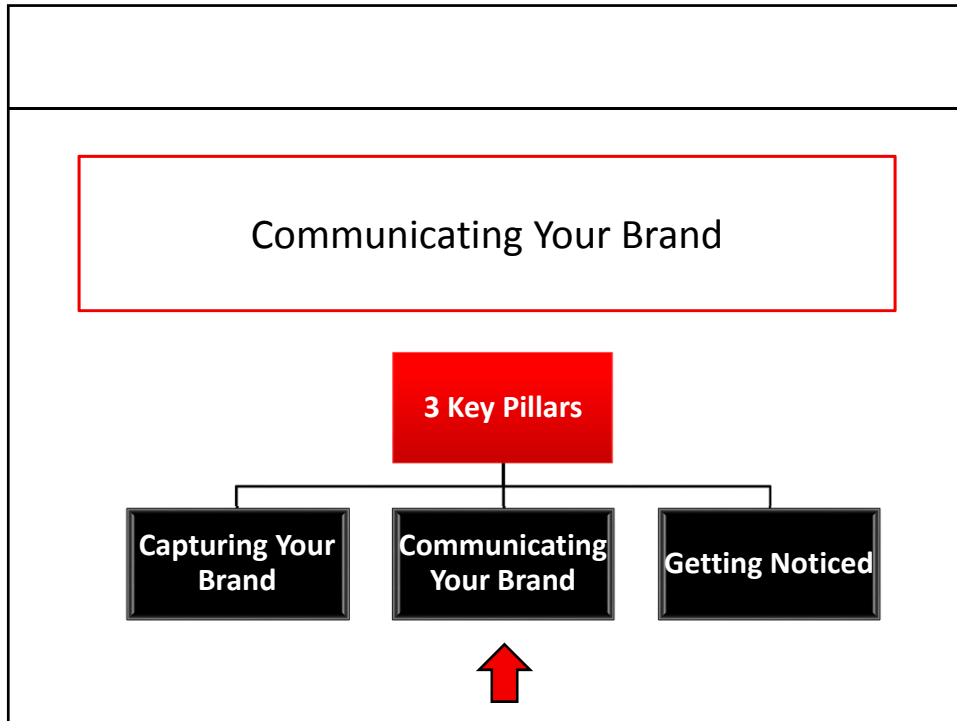
Takeaway –

Engage in Assertive Self-Inquiry to Develop Your Message

- What is my currency? What are my strengths and interests? What sets me apart?
- How does my background or experience makes me unique?
- How does my perspective differ from that of others?
- What approach do I bring to solving thorny problems? How might this approach distinguish me from my peers?
- What do I do exceptionally well? In what skill sets do I have “black belt”?
- **Which accomplishments can I draw on for distinction?**

→ Great resource: “The Power of Personal Branding for Career Success”,
 Karen Wensley, Canadian Chartered Accountants of Canada

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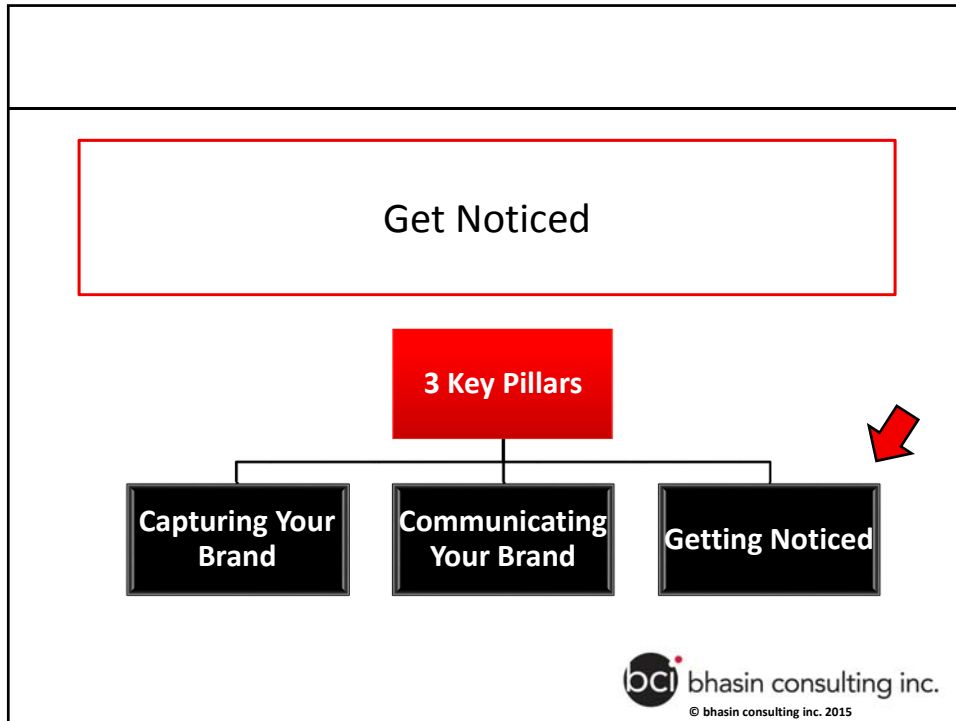
Building the Detail: Key Suggestions for Effective Self-Promotion

- Get comfortable (in your own way) with the uncomfortable
- Promote others and give compliments
- Share with your advisory/inner circle
- Write down your achievements
 - <http://www.peggyklaus.com/books/brag/brag-quiz>
- How you communicate is just as important, so develop your verbal & non-verbal communication
- Use “The Tuck”

Is something
cultural going
on?

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Let's Practice!



How Are You Being Strategic in Getting Noticed?

A Few Key Strategies

- Build industry knowledge in your area/learn about your clients & their business
- Be there – go to events, meetings, etc.
- Take on leadership opportunities
- Ask for intros – do one-on-one meetings
- Write and/or speak as much as possible
- Leverage differences – e.g. culture
- Develop a social media profile

What behavioral changes will you make to get noticed?

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Getting Noticed During Business Events/Activities

The Power of Interpersonal Skills

Behavioral changes?

- Vet attendee lists before events & do your research
- Take initiative by starting conversations
- Ask questions – listen more than you talk
- Connect across both similarities & differences
- Be authentic
- Pay attention to quality over quantity
- Close – offer and/or ask
- Capture info
- Follow up – short term & long term

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Final Words



Key Takeaways – Develop Your Brand Experience!

- Recognize how important effective brand development is for developing meaningful relationships
- Be strategic in your branding efforts
 - Create a written brand profile for yourself:
 - What should your brand be
 - how will you communicate it
 - how will you get noticed
- Don't hold back in self-promoting – but do it comfortably for you
- Get out there to be noticed

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REACH!



Ritu Bhasin, LL.B. MBA
 ritu@bhasinconsulting.com
 416.458.4757
 www.bhasinconsulting.com
 Twitter: @Ritu_Bhasin

