

Managing Your Leadership Brand

Terri Nimmons & Denise Wallace

BMLI Classes 46 & 47

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Mercedes-Benz

Available at amazon

TikTok

NIKE

SPANX
Get Your Spanx On!

STRONG BRANDS – AND CAREERS – ARE MANAGED OUTCOMES

PERSONAL BRAND 2023

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Top Global Brands 2022

Apple	Microsoft	Amazon	Google	Walmart
Meta	Microsoft	amazon	Google	SAMSUNG
Toyota	Coca-Cola	Mercedes-Benz	Disney	Nike
McDonald's	Coca-Cola	BMW	Disney	Nike
McDonald's	TESLA	BMW	Louis Vuitton	Cisco
Instagram	FACEBOOK	IBM	intel	SAP

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Accelerate speed of connection

Your smarts Your character Your likeability

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Shake hands.

“This is the quickest way to establish rapport. It’s also the most effective. Research shows it takes an **average of three hours of continuous interaction** to develop the same level of rapport that you can get with a single handshake.”

www.forbes.com – Carol Kinsey Goman
“Seven Seconds to Make a First Impression”

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Project warmth and confidence

“In person or online, you are communicating over two channels: verbal and nonverbal. While you’re speaking, your audience is...assessing your tone of voice, etc. for clues about your credibility, warmth, power, and sincerity.

Body language savvy can be your key to strengthening business relationships, presenting your ideas with more impact, and projecting leadership presence on Zoom..”

www.forbes.com – Carol Kinsey Goman
“Body Language Hacks To Project Leadership Presence On Zoom”

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Starting today:
**ACCELERATE
 SPEED
 OF
 CONNECTION**



1. DON'T MAKE OTHERS WORK TO GET TO KNOW YOU
2. CREATE POSITIVE CONNECTIONS AT ALL LEVELS
3. ASK MORE THAN TELL
4. SEEK TO CREATE EASE

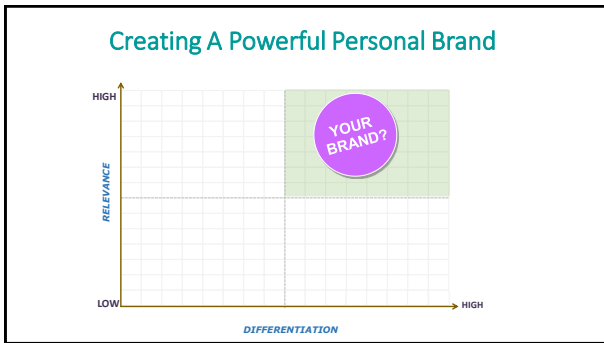
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Everyone has a Brand

Your Brand lives in the hearts and minds of your marketplace.

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ASK NEW QUESTIONS

- How am I known?
- How do others experience me?
- Have I created a following for what I offer?
- What should I do about it?
- What value do I bring to the work and to others in my marketplace?

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WHAT STRONG BRANDS DO

- Deliver best product every day
- Look ahead, reflect, prepare
- Build solid networks
- Evolve

We have to be willing to fail, to be wrong, to start over again with lessons learned.
Angela Lee Duckworth

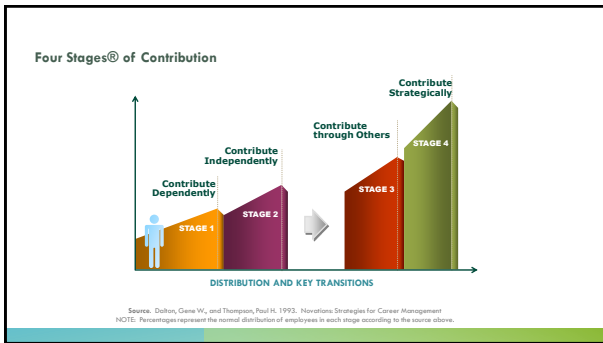
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BE YOUR OWN BRAND MANAGER

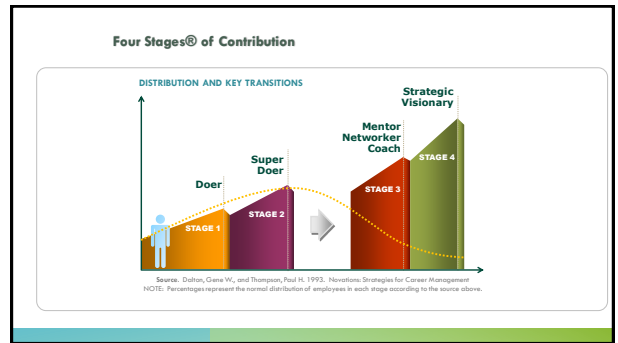
Make your organization clear on the value you deliver

...and be intentional about how you show up.

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Four Stages of Contribution: www.kornferry.

Contributing Dependently	Contributing Independently	Contributing Through Others	Contributing Strategically
<ul style="list-style-type: none"> Willingly accepts supervision Demonstrates success on a portion of a larger project or task Masters basic and routine tasks Shows "directed" creativity and initiative Performs well under time and budget pressure Learns how "we" do things 	<ul style="list-style-type: none"> Assumes responsibility for definable projects Relies less on supervision; works independently and produces significant results Increases in technical expertise and ability Develops credibility and a reputation Builds a strong internal network of relationships 	<ul style="list-style-type: none"> Increases in technical breadth Develops broad business perspective Stimulates others through ideas and knowledge Involved as a manager, mentor, or idea leader in developing others Represents the organization effectively to clients and external groups Builds a strong internal & external network 	<ul style="list-style-type: none"> Provides direction to the organization Defines/drives critical business opportunities and needs Exercises power responsibly Obtains essential resources Sponsors/promising individuals to prepare them for leadership roles Represents the organization on critical strategic issues

VALUE →

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Persona

Brand Persona is the emotive connection and reaction others have with and to you as a result of your Leadership energy and style.

Persona reflects *emotional intelligence*.

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Persona

“One of the criticisms I’ve faced over the years is that I’m not aggressive enough or assertive enough, or maybe somehow, because I’m empathetic, I’m weak. I totally rebel against that. I refuse to believe that you cannot be both compassionate and strong.”


JACINDA ARDERN
PRIME MINISTER



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Persona
MATTERS...

“Warmth is the conduit of influence: it facilitates trust and the communication and absorption of ideas.”
Amy Cuddy, p.4

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Product

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

TECHNICAL VS LEADERSHIP?

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Being smart is necessary —but not sufficient.

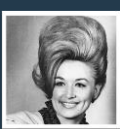

Christine LeGarde

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Product

Intelligent risk-taking, innovation, vision, strategic thinking, developing others, presence and inclusive leadership are key to strong brands.

Are you evolving?

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How do your stakeholders describe YOUR LEADERSHIP *Product* ?

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STRONG BRANDS BALANCE PERSONA AND PRODUCT

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"What differentiates who becomes an officer (at McDonald's) from who remains a senior leader? *Persona*."

—JC Gonzalez-Mendez,
Senior Vice President, Global Inclusion,
Community Engagement and Philanthropy

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Packaging

Brand Packaging is the wrapping you place around your product:

- Personal appearance
- Team
- Emails
- Time management
- Dialect or communication style

Many more packaging rules for women than men!

What's the best of your packaging? The worst?

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Packaging

Ensure that every manifestation of your ideas reinforces and enhances your brand.

If it distracts, it *detracts*.

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What are the unwritten *Packaging* rules that signal leadership at your organization?

What is the best of your packaging? Worst?

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"Before people decide what they think of your message, they decide what they think of you." p. 7

Power Poser
Amy Cuddy

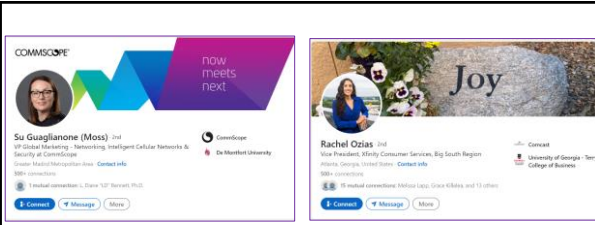


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IS YOUR PACKAGING EVOLVING WITH YOU?

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MANAGE YOUR DIGITAL IMPRINT

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Promotion

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.
- "It's not just what you know, it's who knows you know it."



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Promotion ... Redefined

Focus on exchange of valuable business information.

Offer your...


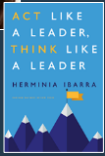
- Ideas
- Intelligence
- Network
- Efforts and breakthroughs
- Experience
- Point of view




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Be Curious about Other People

"Networking is about getting to know other people, finding out what's out there. You may not even know what kind of help you need yet. One of the great things about networks is they can give you help that you weren't even asking for." -

<http://worklife.wharton.upenn.edu/act-like-leader/> Herminia Ibarra

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BRANDBUILDER STRATEGY: DIVERSITY

- Boss *and* Boss's boss
- Internal customers
- External contacts
- Diversity across
 - Business units
 - Generations
 - Org levels
 - Peer groups
 - Cultures
- Keep 'em updated!

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Promote... your value and your impact.

What's your strategy for promoting your growth through Betsy Magness?



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Permission

Give yourself permission:

- Come to play, not wait to be invited
- Want to be the best
- Be accountable
- Reveal the leader within

Who else will?

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Embrace Your "Onlyness!"


- Nilofer Merchant



KNOW	KNOW YOUR VALUE AS A MEMBER OF OTHERS' NETWORKS
CELEBRATE	CELEBRATE YOUR UNIQUE CAPABILITIES
MAKE	MAKE IT EASY FOR OTHERS TO RELATE TO YOU
BE	BE INCLUSIVE – AND INCLUDED




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Founder, Center for Talent Innovation

"...the way to be seen as leadership material is to be *clear, compelling and very, very concise.*"

Sylvia Hewlett



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Thank you, everyone.

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