

Personal Branding: Creating a Footprint for Success



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In today's labour market, the more you are able to differentiate yourself from the crowd, the easier it will be to learn to advance your career. We all have a personal brand, we leave a footprint with every contact and interaction that we take part in, personally and with organizations.

Have you asked yourself how that footprint impacts the advancement of your career?

How will you create and effectively manage your personal brand in the years ahead?

In this session you will:

- **Identify factors that influence personal branding and reputation in the workplace**
- **Reflect on your own personal brand**
- **Explore the importance, benefits and role of your digital footprint in personal branding**

What is personal branding

Concept of considering yourself as a brand

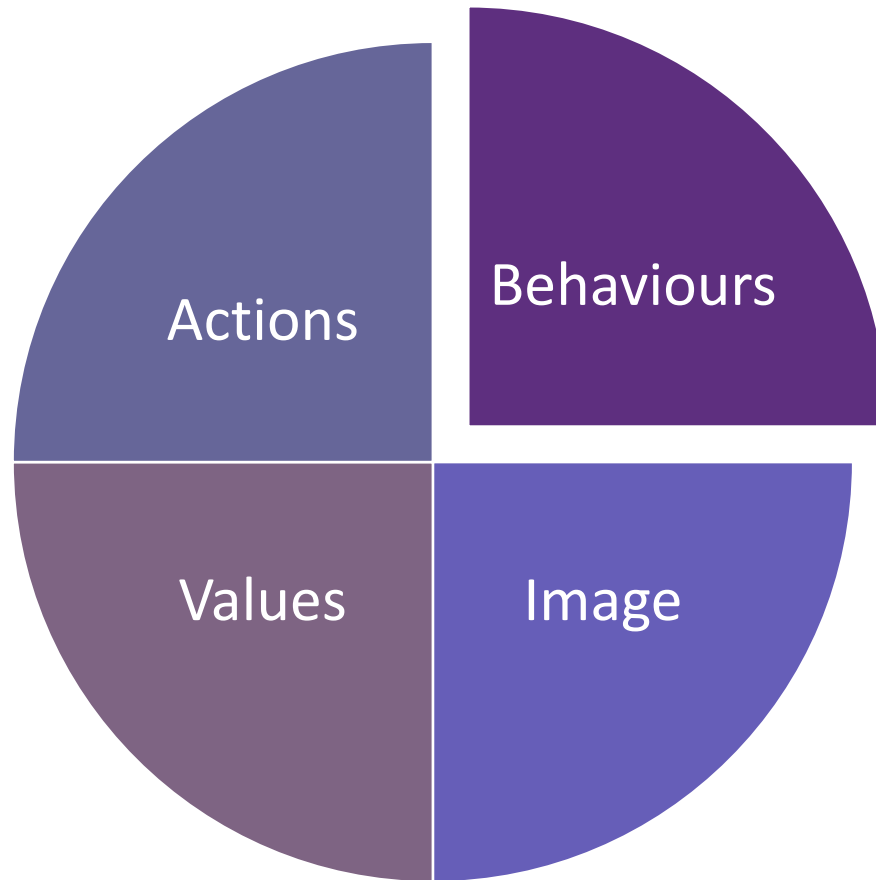
Thus the brand can:

- Be built
- Be taken care of (maintained)
- Be protected
- Be elevated



- Be damaged
- Be destroyed

Elements of a personal brand



Throughout history

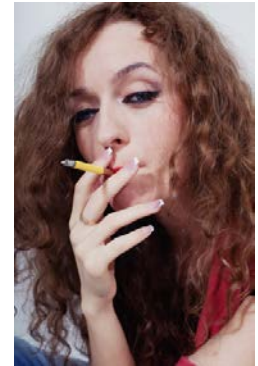
People had to face two core challenges:

- the need to attain **competencies and status**
- the need to gain **social acceptance** and to establish supportive **social connections with others**



Photo credit: Colourbox

Everything starts with our first impressions



What factors
impact the
advancement of
your career?

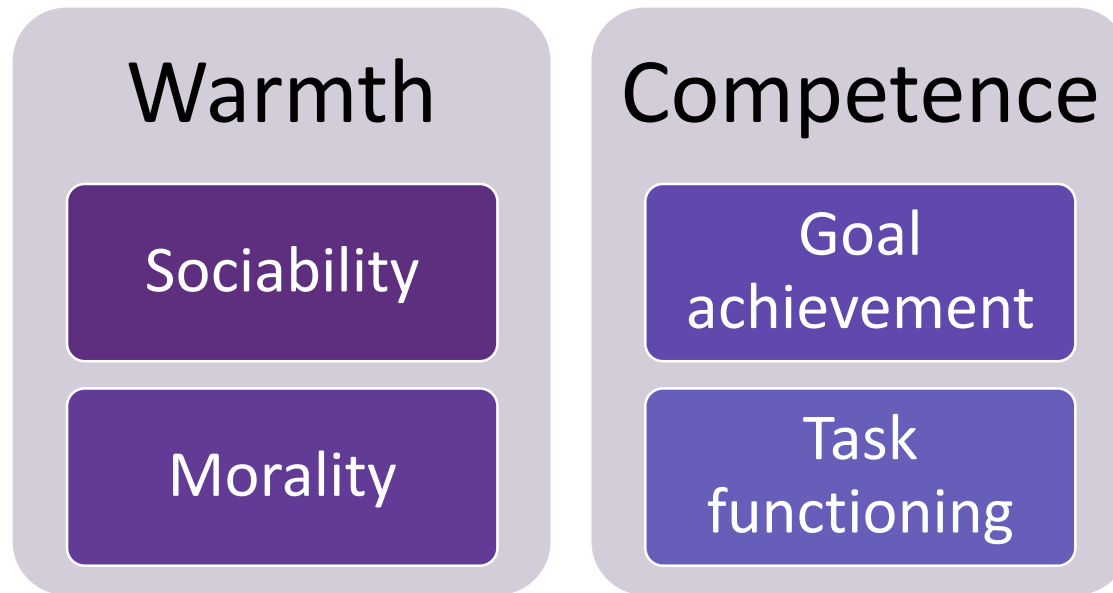
“Your brand is what people say about you when you’re not around.”

– William A. Pasmore



Photo credit: Colourbox

Basic dimensions that underlie human social cognition and shape interpersonal and group perception:



Research has shown that warmth and competence account for 82% of general impressions of others

Sociability



Cooperating and forming connections with others

Traits:

- **Friendliness**
- **Approachability**
- **Kindness**
- **Pleasantness**
- **Likeability**
- **Good humor**



- **Meanness**
- **Unpleasantness**
- **Obnoxiousness**
- **Offensiveness**
- **Cruelty**

Morality

Morality is the primary determinant of the likelihood that people will approach and help others, instead of avoiding them

(Brambilla et al., 2013; Brambilla, Sacchi, Menegatti, & Moscatelli, 2016; Iachini, Pagliaro, & Ruggiero, 2015)



Perceived correctness

- Honesty
- Sincerity
- Fairness
- Honor
- Work ethics
- Trustworthiness



- Passive aggressiveness
- No self-control
- Corruption
- Dishonesty
- Deceit
- Immorality

Research shows that people perceive facial trustworthiness after as little as a 100-ms exposure to novel faces

(Todorov, Said, Engell, & Oosterhof, 2008; Willis & Todorov, 2006)

Goal Achievement



- Disciplined
- Determined
- Strongminded
- Achiever
- Self-starter
- Go getter



- Slacker
- No effort
- Freeloader
- Pass the buck

Task functioning



- Well organized
- Efficient
- Professional
- Proficient



- All over the place
- Disorganized
- Incompetent

WHEN?

- Today
- Tomorrow
- Never



Photo credit: Colourbox

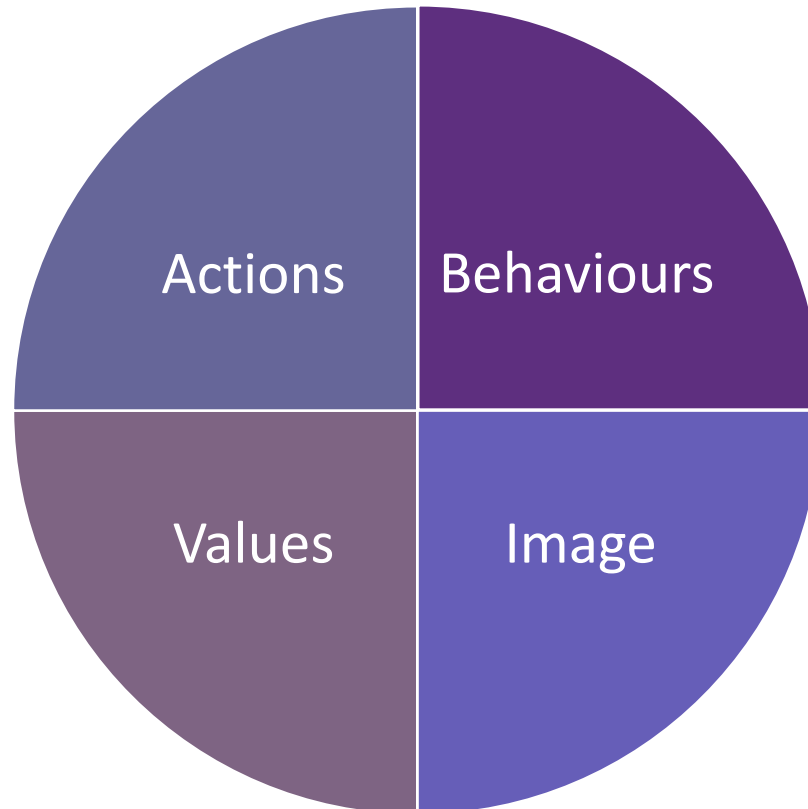
Authenticity

“Becoming a version of you that is both authentic and effective is your art to bring to the world.”

Thacker, Karissa. The Art of Authenticity : Tools to Become an Authentic Leader and Your Best Self

Footprint left behind

Dynamic and evolving process as individuals are an endless source of social information



Image

- the way that someone is thought of by other people
- the reputation that a person has, including the characteristics, appearance, etc. that they are known for

Image

- Appearance
- Look
- Expression
- Non-verbal cues
- Etiquette



Digital Presence

1. Photos

2. Statements

- Risks that could lead to legal matters or firing
- ♥ Liking inappropriate content

‘Social media has opened the door for us to know people’s intimate views on things that are not work-related.’

—Joey Kolasinsky, SHRM-SCP

“Employers want employees who provide a positive representation of their brand”

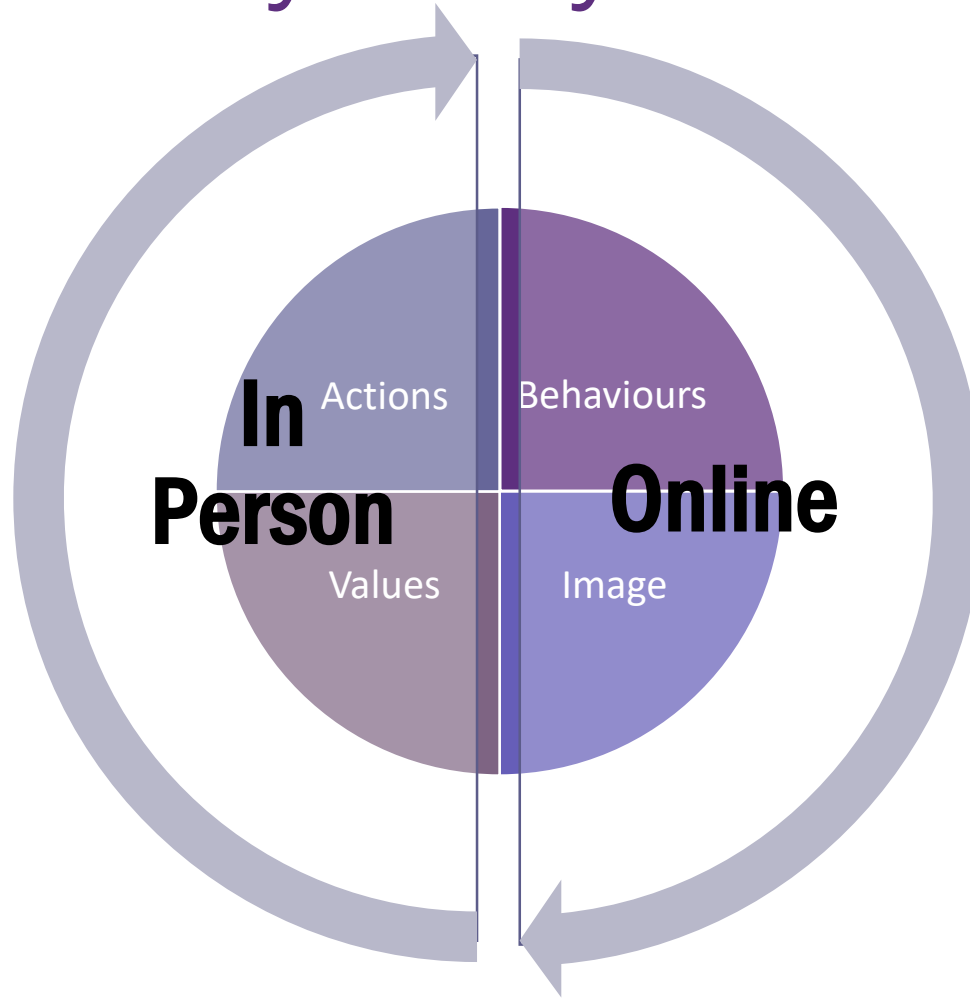
Digital Presence

1. Photos
2. Statements
3. Veracity of information
 - No fudging your skill-set
 - Misrepresentation
 - “Looking for job opportunities”
 - Location



Photo credit: Colourbox

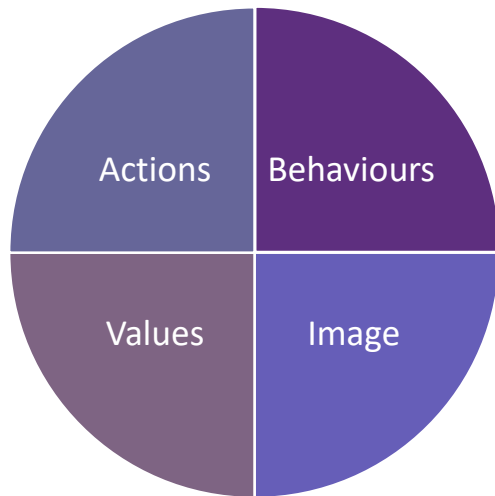
Consistency is key!



How will you
create and
effectively
manage your
personal brand in
the years ahead?

Personal Balance Scorecard

Reflection



Sociability

Morality

Goal Achievement

Task Functioning

**Bad Habits and
Traits**

Before I go

- Exercise your self-awareness muscle
- Be kind to yourself and others
- Solidify your values, stick with them

You will do great!

Thank you



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