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

Photo credit: Colourbox
Elements of a personal brand

- Behaviours
- Actions
- Values
- Image
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**
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
Basic dimensions that underlie human social cognition and shape interpersonal and group perception:

![Diagram showing Warmth and Competence dimensions]

- **Warmth**
  - Sociability
  - Morality

- **Competence**
  - Goal achievement
  - Task functioning

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

*(Abele & Wojciszke, 2014)*
Sociability

✓
Cooperating and forming connections with others

Traits:
• Friendliness
• Approachability
• Kindness
• Pleasantness
• Likeability
• Good humor

✗
• Meanness
• Unpleasantness
• Obnoxiousness
• Offensiveness
• Cruelty
Morality

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

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)

Not perceived as correct
- 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
“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

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

‘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
Digital Presence

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

In Person
- Actions
- Values

Online
- Behaviours
- Image
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

Actions
Behaviours
Values
Image
Before I go

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

You will do great!