

TUESDAY *Strong*

Empowering others to use professional development and personal branding for career success.



PERSONAL BRANDING
WHAT EVERY PROFESSIONAL SHOULD KNOW ABOUT
PERSONAL BRANDING

PROGRAM PREVIEW

<http://tuesdaystrong.com>

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Learning Objectives:

- ❑ Know the meaning of personal branding using examples and comparisons.
- ❑ Understand the condition of your personal brand within its' life cycle using Personal Branding Life Cycle Strategies™.
- ❑ Learn to set goals for competitive advantage using the SMARTER™ Goal Setting Method.
- ❑ Understand how your story, brand identity, and social media can impact your personal brand.

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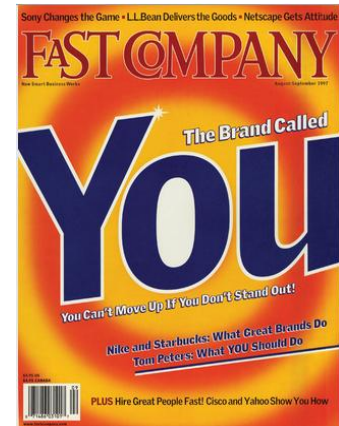


By day, Tuesday Strong is a project director and brand ambassador who is tasked with strategic initiatives that result in organizational development. With over 20 years of experience, Tuesday offers guidance based upon a combination of her experience, education, and unique life, challenging you to leverage your strengths and resources to prepare for success – however you define it.

Tuesday holds a Bachelor of Science Degree in Human Resource Management from Saint Mary-of-the-Woods College, a Master of Science Degree in Human Resource Development from Indiana State University, and a Master of Science Degree in Strategic Management and a Master of Business Administration Degree from the Indiana University Kelley School of Business. Tuesday is a Certified Professional in Human Resources through the Society for Human Resource Management. Tuesday completed the Management Development Program at Harvard University in Cambridge, Massachusetts.

WHAT IS PERSONAL BRANDING?

The term personal branding is believed to have originally appeared in an article in *Fast Company Magazine* in 1997.



In that article, Tom Peters wrote, “We are CEO’s of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You”.

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PERSONAL BRANDING IS

Personal branding is your reputation which was formed from a combination of interactions and perceptions.

It involves every interaction others have with you and how they feel about you. Every interaction people have with you is an opportunity to build or detract from your brand.

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PERSONAL BRANDING IS

Personal branding is not about giving false impressions.

Personal branding is about demonstrating how you add value.

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Know Yourself

Many of us go through the various exercises throughout our careers to “discover” what we’re drawn to and what we’re good at.

Knowing yourself begins with understanding what positions you to be the most content and productive.

Personal branding begins with knowing yourself.

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BRAND YOU

Personal branding is a must for professionals and includes three basic key elements that can help you manage your personal brand. They are:

- ✓ Your Story
- ✓ Your Brand Identity
- ✓ Social Media

WHAT IS YOUR STORY?

Your story is the foundation for developing your compelling value proposition which will demonstrate how you are uniquely qualified.

YOUR BRAND IDENTITY

Every interaction you have with others is an opportunity to **build your brand** by increasing familiarity and trust using your brand identity.

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