

Personal Brand Life Cycle Strategies™

The career phase you are experiencing impacts the actions you will take to develop your personal brand. Consider where you are within your personal brand life cycle to determine which strategy will position you for future success. The categories listed are merely a guide to assist with this process. You may discover that you are within two categories simultaneously depending upon your circumstances.

<i>Strategy</i>	<i>Developing Your Brand</i>	<i>Reinforcing Your Brand</i>	<i>Repositioning Your Brand</i>	<i>Adapting Your Brand</i>
Objectives	Establish self within the market	Grow reputation within the market	Expand reach into additional market segments	Prepare to transition to new market segments
You as a Brand	Develop skills and abilities	Improve weaknesses and leverage strengths	Update brand messaging using innovative strategies	Leverage relationship based tactics to offset weaknesses
Promotion	Build awareness	Provide consistent information	Identify new or updated leverage points, e.g., new accomplishments, certifications, etc.	Update knowledge, skills, and abilities as necessary
Methods	Build network	Expand network	Use multichannel tactics and technology for broad communications	Partner to maximize impact
Investment	Ensure investment is comparable with market norms	Increase investment to exceed competition	Increase or maintain investment, leverage relationships and technology to expand reach and multiply impact	Maintain investments in relationships and technology
<i>Career Phase</i>	<i>Entry into the Job Market</i>	<i>Growth</i>	<i>Mature</i>	<i>Late Career/ Pre-retirement</i>

Identify where you are within the Personal Brand Life Cycle Strategies™ and identify which *Career Phase* you are experiencing:

Reflect upon the:

- **amount of time and funding** you are willing to invest in developing, reinforcing, repositioning or adapting your personal brand; and the
- **potential benefits and opportunity costs** of investing your time and money in developing, reinforcing, repositioning or adapting your personal brand.