Personal Brand

Dr. Georgiana Toma
Business Development Manager
Centre for English Teaching
Georgi Toma

- **PhD**: *I exploit my children for millions and millions of dollars on my mommyblog*”; How Heather B. Armstrong’s Personal Blog Became A Successful Business
  
  ➢ presents strategies to construct a personal brand in the context of co-created online forums, with an emphasis on attaining authenticity, followership and audience loyalty.

- The relationship between a personal brand and leadership and
Aims

– Gain an understanding of what a personal brand is
– Become familiar with the Brand Personality Dimensions
– Discuss concepts related to attachment theory, authenticity and consistency in the context of personal branding
– Look at how to embed personal branding practices in our daily work routines
Personal Brand

1. Tasks
2. What is a personal brand?
3. The Brand Personality Dimensions
4. Attachment
5. Authenticity and Consistency
6. The Practice of Personal Branding
Task

– Think of a colleague (past or present) you would go the extra mile for

Note: this is a colleague, and not your manager

Answer the question below. Type your answer in the chat box.

What is it about them that makes you go the extra mile for them?

For example. There are days when I am so busy/stressed with urgent deadlines or meetings I have to prepare for, that I postpone answering new emails. When this person emails however, if she requires help, I would make time for her.
Task

– Think of **public figure** that inspired you to do something

Answer the question below. Type your answer in the chat box.

What was it about them/their message that led you to action?

*For example. Susan Cain and her talks and book ‘Quiet. The Power of Introverts in a World that Won’t Stop Talking’ inspired me to schedule moments of solitude in my work days to help maintain an inner balance.*
Task

Think of a manager (past or present) that inspired you to work harder than you had to

Answer the question below. Type your answer in the chat box.

What was it about this person that made you want to work harder?

For example. When I was working for a language centre in Romania, my manager and I worked on a grant proposal for European Union funds. We worked on it for about a month, but the last week before submission we would be in the office together until midnight or even 2am one night. This was on top of my full time teaching load. I could have chosen not to work those long hours. I also knew she couldn’t afford to pay me the extra time a lot, so I never asked for more.
What is a personal brand?

– Becoming a brand is about differentiating yourself from ‘others’ in your category through your unique value proposition

“Anyone can have a website. And today, because anyone can ... anyone does! So how do you know which sites are worth visiting, which sites to bookmark, which sites are worth going to more than once? The answer: branding. The sites you go back to are the sites you trust. They're the sites where the brand name tells you that the visit will be worth your time — again and again. The brand is a promise of the value you'll receive.”


– “Your personal brand is the synthesis of all the expectations, images, and perceptions it creates in the minds of others when they see or hear your name.”

What is a personal brand?

– “Personal branding is often a rhetorical way in which one attempts to control the way the public perceives you.”


– Becoming the author of your story

- Perceived personality
- Attachment
- Authenticity and consistency
The Brand Personality Dimensions

– Developed 1997 (with subsequent re-iterations) by Jennifer Aaker

– outlines the character traits likely to engender attachment to a human brand:
  ➢ sophistication
  ➢ competence
  ➢ sincerity
  ➢ excitement
  ➢ ruggedness


The Brand Personality Dimensions

- **Sophistication**
  - Charm
  - Physical attractiveness
  - Positive personality traits such as friendliness and general likeability


The Brand Personality Dimensions

- Competence
  - Intelligence
  - Reliability
  - Success


The Brand Personality Dimensions

- Sincerity
  - Honesty
  - Down-to-earth demeanour


The Brand Personality Dimensions

- Excitement
  - Intense energy
  - Intense activity
  - Entertainment/fascination


The Brand Personality Dimensions

- **Ruggedness**
  - Strength
  - Resilience


- **Rudeness 😞**
  - Insensitive verbal or non-verbal behaviour
  - Lack of empathy


Attachment

- “the experience of long-term psychological connectedness to another individual”
  

- “the intensity of an individual’s emotional bond with a human brand”
  
  

- Trust
Attachment

– Matthew Thompson: Autonomy-Relatedness-Competence (ARC) Model


Authenticity and consistency

- Brand authenticity: rationally constructed characteristic supporting an individual’s subjective perception.


- Research into antecedents of brand authenticity identifies features such as quality commitment, softening commercial motives and stylistic consistency as conducive to the perception of a brand as authentic


Authenticity and consistency

- Quality commitment = high quality work/work ethic

- Consistency:
  - Words congruent with actions and vice-versa
  - Personality traits and behaviours stable over time and consistent in different contexts

- Consistency = perceived authenticity

- Leadership and management roles:
  - Being mindful of the personality traits and behaviour you exhibit in the workplace, especially when working under pressure or when feeling insecure
  - Choosing the leader you want to be deliberately
  - Acting with integrity and consistency
  - Being honest and compassionate about the precarious nature of any human endeavour
The Practice of Personal Branding

– ‘Touchpoints’ Douglas Conant and Norgaard Mette. 2011

– Latent leadership moments

Recap

1. Personal branding defined
2. The Brand Personality Dimensions
3. Attachment
4. Authenticity and Consistency
5. The Practice of Personal Branding
Reflection

1. Which of the personality features mentioned do you exhibit on a regular basis?
2. Which of the personality features does not come naturally to you?
3. Do you offer your team opportunities to experience autonomy, relatedness and competence? When, how and how often? Is that enough?
4. What changes in your facial expression, tone of voice, body language when you are interrupted in the middle of an important task?
5. How do you react when a team member interrupts you to convey information you deem unnecessary or irrelevant?
6. Which of the concepts mentioned in this webinar resonate with your core values?
7. Why did you really tune in to this webinar? What were you hoping to get out of it?
8. Is there anything you’d like to change about your leader persona? Why?