Managing yourself
Personal Brand
&
Building your Network

EE204: Business Management for Electrical Engineers and Computer Scientists

Stanford Electrical Engineering
A Brand Tells a Story

- Quality
- Ease of use
- Technology
- Cool
- High Performance
What is Your Brand Story

– Great engineer
– Make it happen person
– One of Stanford’s best and brightest
– I’d work with her anytime
– He’s always ready to help a new hire
– She always puts the company first
– I’ve seen and respect his work on several papers
## How a brand story is built

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>History</td>
<td>Written resume</td>
</tr>
<tr>
<td>Interaction</td>
<td>Experiences with others</td>
</tr>
<tr>
<td>Reviews</td>
<td>Formal and informal</td>
</tr>
<tr>
<td>Placement</td>
<td>Meetings, conferences, blogs, Teams, Facebook, LinkedIn, Twitter</td>
</tr>
<tr>
<td>Advertising</td>
<td>Resume, publications, articles, memberships</td>
</tr>
<tr>
<td>Referral</td>
<td>Network</td>
</tr>
</tbody>
</table>
## Example Personal Brand

### Meg Whitman

<table>
<thead>
<tr>
<th>History</th>
<th>BA Economics, Princeton; MBA Harvard GM and CEO consumer products companies; CEO Ebay &amp; HP Specialization: Marketing &amp; brand management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction</td>
<td>Dedicated to the success of others. Decisive, open communicator, leader, empathetic, nice</td>
</tr>
<tr>
<td>Reviews</td>
<td>Academic &amp; professional awards; humble; track record for success; problem solving</td>
</tr>
<tr>
<td>Placement</td>
<td>Global stage; Davos; Silicon Valley; CA politics</td>
</tr>
<tr>
<td>Advertising</td>
<td>Major magazine articles; news; politics; Harvard; Forbes Fortune magazines</td>
</tr>
<tr>
<td>Referral</td>
<td>Personal network, political website, email campaign</td>
</tr>
</tbody>
</table>
Managing your brand

Write it down.

<table>
<thead>
<tr>
<th>History</th>
<th>What have you or will you accomplish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction</td>
<td>What do you want your personal interaction style to be</td>
</tr>
<tr>
<td>Reviews</td>
<td>What do you want your peers/bosses/advisors/subordinates to say about you</td>
</tr>
<tr>
<td>Placement</td>
<td>Where do you want to show up</td>
</tr>
<tr>
<td>Advertising</td>
<td>How will others hear about you</td>
</tr>
<tr>
<td>Referral</td>
<td>What is your network and how do you plan to expand it</td>
</tr>
</tbody>
</table>
Measure Brand Performance

• Identify brand achievement to date
• Create action plan to achieve brand goals
• Explore and find what works
• Update yearly (New Years or birthday)
Lessons from Managing your Brand

• **First Impressions Count**
  – Your community forms lasting brand impressions quickly

• **People**
  – Your brand precedes you
  – People will never experience you objectively

• **Build a Unique Brand**
  – Your brand is a source of competitive advantage

• **Build a Quality Brand**
  – Brand value is built on results, integrity, and communications
Networking builds brand value

– Essential to being effective at work
– Access to information
– Source of influence
– Helps align goals
– Helps the team get results
Network principals

- Build before they are needed
- Maintenance is required not a one-time activity
- Value is proportional to your effort
- Build a functional network
- Quality is measured by achieving team goals
- Defects occur when network is focused on politics not results
Managing your network

• Demonstrate your value
  – achieve results that matter to the organization

• Be proactive
  – Meet people you need to get your job done
  – Understand what’s important to them

• Do more than your fair share for the team

• Lead by example

• Always offer to teach and share what you know

• Ask members of your network how they want to communicate