

Creating a Personal Brand & Building Your Network

EE204: Business Management for
Electrical Engineers and Computer
Scientists



A Personal Brand

- Brand is defined as the story you think of when you hear the name or see the logo



- Quality
- Ease of use
- Technology
- Cool
- High Performance

A Personal Brand

- Your personal brand is the story people think of when they hear your name.
 - Great engineer
 - Make it happen person
 - One of Stanford Universities best and brightest
 - I'd work with her anytime
 - He's always ready to help a new hire
 - I've seen and respect his work on several papers
 - She always puts the company first

How a person's brand is built



Your personal brand is built over a career by you, your managers, your peers

History	Written resume
Interaction	Experiences with others and the experiences they've had with you
Reviews	Formal and informal
Placement	Where you show up: Meetings, conferences, blogs, Facebook, LinkedIn Twitter
Advertising	How people hear about you: Resume submissions, memberships
Referral	Professional network

Example Personal Brand

Meg Whitman

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

Putting Personal Brand Analysis to Work



- Design your “ideal” brand statement and write it down.
- You control 95% of achieving it.

COMPONENTS

History	What have you or will you accomplish
Interaction	What do you want your personal interaction style to be
Reviews	What do you want your peers/bosses/advisors/subordinates to say about you
Placement	Where do you want to show up
Advertising	How will others hear about you
Referral	What is your network and how do you plan to expand it

Measure Brand Performance



- Identify “actual” brand achievement to date (it’s okay to have missing pieces)
- Make a commitment to achieving the brand “ideal”
- **Run branding experiments to find what works**
- Put together an action plan and time frame then monitor progress
- Update and modify yearly (New Years or birthday)

Lessons from Brand Analysis



- **People**
 - People will never experience you objectively
 - Your brand precedes you
- **First Impressions Count**
 - Your community forms lasting brand impressions quickly
- **Build a Unique Brand**
 - Your brand is a source of competitive advantage
 - Your resume is only one element of your brand

Network and Personal Brand



Build a more powerful personal brand through networking

- Networking – creating a web of influence
 - Networks are essential to being effective at work
 - Networks provide information
 - They are a source of influence
 - They facilitate alignment of goals
 - They help your team

Building and Maintaining Networks



Building networks is work and requires conscious effort

- Networks must be maintained – they are not a one-time event
- Networks should be targeted, not ad hoc
- Networks must be built before they are needed
- A network's power is directly proportional to the effort you put into it
- Quality networks are used to make things happen
- Defective networks are political
- Not all attempts at building networks will be successful – be prepared for rejection

Giving and Receiving Help



- Giving and receiving help are the basic techniques for adding nodes to your network
- Initiate the first node in your network by asking for help
- By offering help, you join new networks

Views of Networking

- Networks must be consistent with an organization's culture
- Networking and competence are not mutually exclusive
- Networking is viewed differently in different cultures
- Networking is a critical skill for managers