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

<table>
<thead>
<tr>
<th>History</th>
<th>Written resume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction</td>
<td>Experiences with others and the experiences they’ve had with you</td>
</tr>
<tr>
<td>Reviews</td>
<td>Formal and informal</td>
</tr>
<tr>
<td>Placement</td>
<td>Where you show up: Meetings, conferences, blogs, Facebook, LinkedIn Twitter</td>
</tr>
<tr>
<td>Advertising</td>
<td>How people hear about you: Resume submissions, memberships</td>
</tr>
<tr>
<td>Referral</td>
<td>Professional 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>
Putting Personal Brand Analysis to Work

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

COMPONENTS

<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 “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