Welcome!
Leveraging the Power of Networking and Your Personal Brand
Welcome! As we wait to get started, use the question box on the control panel to tell me what is the most challenging thing for you when it comes to promoting your personal brand and networking? (See a few suggestions below.)

A. I’m not sure what promoting my brand will do for me
B. I’m shy and don’t like to network – it’s uncomfortable
C. Talking about myself feels like bragging
D. I never know what to say/do in networking situations
Leadership and Executive Coaching for High Potentials and High Achievers
Introduction and Welcome!

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- Facilitator and Coach with Loeb Leadership
- Worked at Law Firms for over 20 years as a Senior Manager in IT
- Certified as an Executive and Organizational coach through NYU
- Managed and hired hundreds of people in my career

www.loebleadership.com
Proud Woman Owned Business

Certified
WBENC
Women’s Business Enterprise
• What is a personal brand?
• Benefits and elements of a brand
• Projecting your brand
• Fundamentals of networking
• Assessing your networking strategy
• Putting it all together
"Your brand is a perception or emotion, maintained by somebody other than you, that describes the total experience of having a relationship with you."

- Be Your Own Brand: A Breakthrough Formula for Standing Out from the Crowd by David McNally and Karl D. Speak
“Building a strong personal brand isn’t about telling people how great you are. It’s about showing people how great you are.”

-- William Arruda
A High Impact Personal Brand is…

**Distinctive**
It stands for something. It has a point of view.

**Relevant**
What it stands for connects to what someone else considers to be important.

**Consistent**
People believe in a relationship based on the consistency of behaviors they experience or observe.
Benefits

To You

✓ You are in control of the message
✓ Clear About Who You Are
✓ Consciously leverage opportunities
✓ Working in alignment with your values, goals and mission – greater satisfaction

To Organization

✓ Strengths and Skills are Visible/Known
✓ Able to get the right people in the right roles
✓ Map opportunities to strengths
✓ Clarity on individual mission and focus and how it relates to organization/team mission and focus
Elements of Your Brand

**Skills and Strengths**
Identify and communicate your skills and strengths to seek opportunities that showcase them.

**Values**
Identifying and prioritizing your most important values determines your behavior and how you interact with others and situations.

**Experience**
Your experience is the application of your skills and strengths in real-world scenarios.

**Purpose**
Knowing what you want to be known or “famous” for or what your “destination” is the foundation of your brand.

**Passions**
Your passion is the fuel that powers the energy and enthusiasm you bring to your work.
1. Draft a professional branding statement. It should explain who you are, what you do, and what you’re best known for in the workplace.

2. Create a “focus group” of trusted colleagues and friends and run your branding statement by them. (Or talk to them first to get inspiration for the statement.)

3. Incorporate your branding statement into your online profiles, resume, cover letter, professional bio (and organizational materials about you, etc.)

4. Continuously refine and enhance it as you become more conscious of what you want to convey.
What are the strengths that others acknowledge in me?

When working on a team, what roles do I seek to fulfil?

When faced with an overwhelming obstacle, what are my “go to” skills to overcome it?

What was the most successful project I ever tackled and what made me successful?

What was the most important team role I ever fulfilled and why?

What would you do for nothing? If you didn't have to worry about money, what would you be doing?

If you were granted one superpower, what would it be?

If you could snap your fingers and have all the necessary knowledge, on what subject would you choose to be a renowned expert on? What types of things do friends, colleagues, or family usually seek your input for?

What legacy do you want to leave behind?

What would you like to be famous for?

Name someone who inspires you with his/her approach to life. What is it you admire most about the way this person lives?

What's been a common theme in your life? What's something that people would say about you in each job you've held?

What's one moment or accomplishment that made you feel really confident? What were you doing, and what part of it brought you the most joy?

What results bring you the most satisfaction?

In past (or present) companies, what internal or external problems would you be interested in solving?
• Feedback from Performance Reviews

• Personality and/or Behavior Assessments like DiSC, MBTI, StrengthsFinder, etc.

• Coaching feedback

• Your Resume
Master organizer with an eye for detail, meticulously create and execute special events. “You name it, and I will plan it with confidence and enthusiasm.”

I’m a human resources expert who applies the leading-edge solutions I’ve learned from working in large companies to medium- and small-sized firms - in practical and powerful ways.

Client-focused travel and hospitality sales professional with 20+ years experience exceeding revenue targets through stellar presentation skills, extensive knowledge of product and passion for connecting people to a life of adventure.
Projecting Your Brand

In-Person

→ Think about how people you encounter/meet will fit into your network
→ What first impression do you want to convey?
→ What is the one thing you want that person to remember about you?

Online

→ Google yourself – what story do the results tell?
→ Review your profiles on social media – are you consistently aligned with your brand?
→ What impression do you want followers to remember/know about you?

At Work

→ Are you “known” for the kinds of skills/qualities you want to be known for?
→ Are impressions of you consistent across departments/levels/offices?
→ What is your meeting “posture” – are you reflecting your brand consistently?
Projecting Your Brand

- In-Person
- Online
- At Work

Networking
There will always be peers who are as smart as you are, as qualified, as accomplished and as skilled.

What sets you apart from everyone else is your ability to figure out where you need to go and enlist the people, resources and groups necessary to get you there.
“When you look at what top companies do as they try to grow their future leaders and as they try to assess the leaders they currently have, they will tell you very explicitly that the ability to manage relationships across boundaries and to sell ideas is a critical competency.”

Herminia Ibarra and Mark Lee Hunter
HBR - How Leaders Create and Use Networks
Make a conscious choice about what focus you want to bring to networking.

Release the negative attachment to “schmoozing” and embrace the idea of building meaningful connections that expand your understanding of the world and what is possible for you.
### What is Your Networking IQ?

**Assess Your Networking Abilities**

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<tr>
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<tbody>
<tr>
<td>1.</td>
<td>In my organization, I know which people in other business units capable of helping me in my job are available within my company.</td>
<td>True?</td>
</tr>
<tr>
<td>2.</td>
<td>I have no hesitation about approaching members of upper management to suggest new ideas.</td>
<td>True?</td>
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<td>3.</td>
<td>When working on cross-functional teams, I determine which members I should stay in contact with after the team project ends.</td>
<td>True?</td>
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<tr>
<td>4.</td>
<td>Before starting new projects, I find out what information is needed to succeed and exactly who in my organization can provide it.</td>
<td>True?</td>
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<tr>
<td>5.</td>
<td>I invest time and effort at work maintaining my network of colleagues.</td>
<td>True?</td>
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<tr>
<td>6.</td>
<td>I enjoy initiating conversations with work colleagues whom I have never met before.</td>
<td>True?</td>
</tr>
<tr>
<td>7.</td>
<td>I am good at taking steps to make myself known to influential people in my organization.</td>
<td>True?</td>
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<tr>
<td>8.</td>
<td>I exchange contact information with many new people I meet at organizational and professional functions.</td>
<td>True?</td>
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<tr>
<td>9.</td>
<td>I am good at identifying people outside my organization who have valuable information or insights.</td>
<td>True?</td>
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<tr>
<td>10.</td>
<td>At meetings or social events, I am not reluctant to introduce myself to someone new</td>
<td>True?</td>
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*Modified from DDI – Network Assessment Bonus Tool*
# Types of Networks

## Purpose

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<tr>
<th>Operational</th>
<th>Personal</th>
<th>Strategic</th>
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<tbody>
<tr>
<td>Help to get work done more efficiently. Critical to being effective on-the-job. These connections support your initiatives, assist with decision-making, champion you at work.</td>
<td>Enhance personal and professional development; providing referrals to useful information, resources and contacts.</td>
<td>Figuring out future priorities and challenges; getting stakeholder support for them.</td>
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## Where do contacts come from?

<table>
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<tr>
<td>Contacts are mostly internal and tied closed to your day-to-day tasks and operations.</td>
<td>Contacts are mostly external and oriented toward current and future interests.</td>
<td>Contacts are internal and external and oriented toward the future.</td>
</tr>
</tbody>
</table>

## How do you get them?

<table>
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<tbody>
<tr>
<td>Key relationships are determined by need, task and organizational structure.</td>
<td>Relationships are discretionary, focused on information, connection and development.</td>
<td>Conscious connection with peers and senior executives in your organization, field (and related industries) to learn new approaches and see the “big picture.”</td>
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## Value

<table>
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<tr>
<th>Operational</th>
<th>Personal</th>
<th>Strategic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depth: building strong working relationships</td>
<td>Breadth: reaching out to connections to help make referrals or provide information</td>
<td>Leverage: creating inside-outside links</td>
</tr>
</tbody>
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*How Leaders Create and Use Networks*

HBR, , January 9, 2009
1. Make Meaningful Contact
2. Give To Get
3. Follow-up/Follow-Through

“If you're not networking, you're not working.” – Denis Waitley
Make Meaningful Contact

Introduce Yourself and Remember Name

→ State name clearly and loudly
→ Make eye contact
→ Think “first impression”
→ Convey energy and enthusiasm
→ Pay attention
→ Use their name in the conversation to embed it
→ Do your homework ahead of time (if there is someone you are specifically intending to meet.)

Ask Questions

→ Asking good open-ended questions is more important than having great answers!
→ Consider what you want from encounter
→ Ask short open ended questions and listen/respond
→ Ask if you can contact them later
Finding a higher purpose for networking removes the negative “charge” most of us feel doing it. Focus on the collective benefits of networking rather than on personal gain. Shift your thinking from “what can they do for me?” to “how can we help each other?”

✓ Practice taking a moment to acknowledge or recognize something someone says in your conversations and give positive validation.

✓ SAY THANK YOU! Show gratitude and appreciation for things people do to help you along the way.

✓ Keep everyone in the loop when building relationships.

✓ Evaluate your involvement in “giving” of your time and consider amping it up.

✓ Pick 3-5 people who have helped you that should be thanked and then THANK THEM!
New Connections:

→ Add Info to your Contacts (include note on how you met and any other important info.)
→ Follow-up (Email, LinkedIn Request) with a note
→ Follow-Through on any actions (make an intro, share a resource)

Communicate and Cultivate:

→ Circle back to keep everyone posted
→ Reach out periodically to key contacts (especially if they helped you recently)
→ Make Introductions to Others in Your Network

“Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities.” – Michele Jennae
Putting it all together…

### Branding

- ✓ Develop a personal branding statement or anthem
- ✓ Form a “focus group” of trusted colleagues and friends and get their honest feedback and incorporate it
- ✓ Assess your branding “channels” and make sure you are communicating consistently across them
- ✓ Consider the ways you can use your “brand” to move forward in your career? How have you promoted yourself? How can you be more effective at that?
- ✓ Protect your brand!

### Networking

- ✓ Diagnose Your Network (what is the state of your organizational, personal and strategic networks?) What areas do you need to focus on?
- ✓ Practice Your Skills (Intro, Names, Questions, Follow-up)
- ✓ Identify 2-3 Opportunities to Give a Networking “Gift” and then give it!
- ✓ Identify a person, role or skill set you would like to connect with and develop a strategy to do it.
- ✓ Commit to consciously growing and nurturing your network daily.
Resources

**Branding**

→ Be Your Own Brand: A Breakthrough Formula for Standing Out from the Crowd by David McNally and Karl D. Speak

→ Values Exercise

→ GRIT – The Power of Passion and Perseverance by Angela Duckworth
  *Try the grit scale assessment!*

→ Angela’s Ted Talk on GRIT

→ Website to help Identify Skills

**Networking**

→ Networking Self-Assessment

→ How Leaders Create and Use Networks
Questions

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