**HON 3397J:**

**Extraordinary Leadership:**

**Ownership and Influence**

**Session Ten: You, Inc.**

*"Your brand is what people say about you*

*when you’re not in the room."*

**Jeff Bezos**

**Abstract:**

You are your own small business with only one product. Leaders are a brand in and of themselves. Understanding your brand and taking into account the ways it is communicated will allow you to control the message you want others to receive. It’s quite difficult to achieve your goals and become the leader you wish to be if you don’t have a grasp of the product you’re presenting: You, Incorporated.

**Objectives:**

*By the end of this session, students will be able to:*

* Define themselves as an entrepreneurial business venture
* Identify their personal brand and understand the importance of personal brand management
* Develop an elevator pitch for their personal brand
* Manage the channels for communicating their brand

**AFTER PRE-READING:**

**Personal Branding**

**You know those people everyone remembers – the ones who are doing what they love doing and famous for it? They’re not special. They decided what they wanted their brand to be and they built it.**

Describe someone you admire who has successfully built a brand – what is their brand?

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Just like organizations & companies, people have brands. What do you want your brand to be?

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Are you currently doing anything to communicate your brand? What are you doing? What could you be doing?

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**Peer Listening Exercise**

|  | Peer 1 | Peer 2 | Peer 3 | Peer 4 | Peer 5 |
| --- | --- | --- | --- | --- | --- |
| 3 words that describe you: |  |  |  |  |  |
| What do they think your strengths are? |  |  |  |  |  |
| What do they think your weaknesses are? |  |  |  |  |  |
| What do they think you stand for? |  |  |  |  |  |

**Finding out what others think about your brand.**

Ask five of your peers the following questions and record their answers.

**Rough Draft Personal Branding**

**Create a preliminary bullet point list of personal brand themes for yourself.**

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**IN CLASS WORK:**

**Building Your Brand**

**Take the information we’ve covered so far and answer the questions below to help you further solidify the brand you want to have.**

If a member of your professional network described you to a colleague - what would they say about you (Specifically the work you are involved in, where you excel & where you are going)?

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Considering your current online presence, extracurricular activities, peer groups and expressed interests - how would you describe your brand *today*? (Not what you *want* it to be)

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Are your responses to the two questions above reflective of what you *want* your brand to be? Why or why not?

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What steps can you take to solidify the brand you want to have and start communicating it to the world?

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**Personal Mantra**

**Use this space to record your thoughts for the in class activity.**

Determine Your Emotional Appeal:

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Determine Your Description:

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Determine Your Function:

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Put It All Together:

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**Is it Social Media Official?**

**We’re not here to preach to you about what to have posted online. It’s your decision. That said, your online presence is increasingly becoming the most effective way to tell your story and claim your brand.**

Currently, what do your social media profiles say about you as a person?

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What brand are you selling? Do you fall into one of the stereotypes we mentioned earlier?

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How might you change your current online persona in order to tell a different story, communicate a different brand?

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**Core Tenet**

***Your brand is what people say about you when you leave the room.***

***~Jeff Bezos***

**Don’t Be a Networking Jerk**

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**Core Tenet**

***Networking isn't a secret society with some encoded handshake practiced for its own virtue. We must bring virtue to it.***

~Keith Ferrazzi

**Notes and Thoughts**

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