

February 2010

## Putting the "Unlimited" Back into your Leadership Development

*This month's issue of Crucial Connections, an e-newsletter for WOMEN Unlimited Alumnae Network members, focuses on "Building Your Personal Brand"*

### In this issue:

- Feature Article – "What's in a Brand?" – LaFern Batie
- February Webcast Highlights – "Image and Personal Branding"
- Quote of the Month
- Tips and Resources for Building your "Online Brand"
- Spotlight On... LaFern Batie, The Batie Group LLC
- Recommended Book – "Brand Basics for Small Business" by Maria Ross - including 3 tips to ensure success
- Upcoming Events

## What's In a Brand?

– LaFern K. Batie, MBA, SPHR, The Batie Group, LLC

What is a personal brand? Your brand, like any other commodity, connotes the *value you promise*. It sets you apart. Does it align with what others perceive in you? How much deliberate research have you completed to confidently present your personal value proposition?

Your brand must be deliberate, consistent and exuded with confidence. With so many branding resources available, where do you begin? With a personal inventory:

### COACHING QUESTIONS for BUILDING YOUR PERSONAL BRAND

- **Who are you?** Identify five personal attributes. What do you do well – and enjoy doing in the process? How often is it reflected in your life? Desiring must equal doing.
- **How do others see you?** Ask five individuals who care about you and will tell you the truth to provide five words describing you. Your mentors, professional coach and personal advisory board are great resources. *Which perceptions need your immediate attention?*
- **How do you desire to be known?** Whether or not you give it intentional focus, your brand has been established. Does your brand exude "leader" or are you waiting on the opportunity before you show up as one? On a project or in a meeting, *what is different because you are present?*



Your total personal brand, from packaging to performance, proclaims, "Here is the value that I will deliver. This is why I am preferred." Now, what does your brand say? *For more information and resources - see the "Spotlight On" section below.*

## February Webcast Highlights

*"Image and Personal Branding: What's Real, What's Useful, and What's Neither."*



By Charmaine McClarie – President, McClarie Group

"Turning Potential Into Power" [www.mcclariegroup.com](http://www.mcclariegroup.com)


Our February webinar on image and branding was a resounding success! Below are highlights, based in part on Charmaine's *Executive Success Principles*®.

[Review the webcast](#) for even more ideas on gaining visibility through branding.

## 6 IDEAS FROM THE WEBCAST:

*"If you don't define yourself others will and their definition will inevitably be inadequate"*

1. **You Control how you want to be Perceived.** *Vividly describe the image you want to project. Don't audition for the part – BE the part!*
2. **Assess your Personal Brand – Seek Feedback.** *Assess how others really perceive you. Develop a plan to "bridge the gaps."*
3. **Identify Internal Barriers** *that are getting in the way of projecting your Desired Image*
4. **Know your Strategic Value.** *What do you see that others don't? Leverage your Value; Be BOLD!*
5. **Create Witnesses™.** *Hard work without witnesses is simply hard work!*
6. **Be Consistent.** *Your image must be congruent - Embody your Message™.*

Continue this conversation on  at the **\*\*Official\*\*** WOMEN Unlimited Alumnae Network group.

*What is YOUR Personal Brand statement? What is your biggest challenge in branding?*

*How have you successfully translated your brand image into Virtual/Social Media?*

### Did you know...

Over 340 Network Members have joined this group?

You can access member profiles by clicking the **"More"** tab, then click **"Members"**

Need more info? Click [here](#).



### Quote of the Month

***"If you don't know what you bring to the table, you don't get a seat there."***

*~ Dan Schwabel*



### Tips and Resources for Building your "Online Brand"

Here are a few articles and blogs that provide some ideas on ensuring your online brand is strong and consistent:

- [100 Personal Branding Tactics Using Social Media](#), by Chris Brogan
- [50+ Tips to Brand Yourself Online](#), by Jacob Share
- [Personal Branding Tips for LinkedIn](#), by Shoestring Branding
- [Branding Yourself Can Advance Your Career](#)

### Recommended Book:

***Brand Basics for Small Business***  
**available Spring 2010**

**by Maria Ross**

As a branding consultant, I often hear businesses say, "I have my brand covered. I have a great logo." But branding is much more than a simple logo. It's the core, the essence, the reputation of a company that is built by visual communication (design), verbal communication (messaging), and actual experience (customer interaction).

***If brand is image and reputation based on what people see, hear and experience, then we all have our own personal brands that we convey to the world.***

Brand is all about lining up the promise to the reality. If they align, you have a consistent, authentic brand. But if they don't, you could be in trouble.

***Opposite are three tips for building your personal brand to ensure success.***

You can read more brand building tips in my upcoming book, ***Brand Basics for Small Business***, due out in Spring 2010.

***Maria Ross, a branding consultant and WUI LEAD program grad, can be found at [www.red-slice.com](http://www.red-slice.com).***

### Tip #1: Be Clear and Consistent

Clarity attracts people to a brand. Consistency makes it stick. You can wow someone in that crucial first presentation, but consistency is critical. What are your core talents and how can you consistently showcase them in every interaction you have with executives, customers or employees? Be very clear on the key things for which you want to be known and consistently deliver on those.

### Tip #2: Dress the Part, Walk the Talk

Have you ever seen a company's ads that claim customer service is priority #1, but when you call their help line, you get trapped in a 45 minute voicemail maze? If you are going to talk the talk, you must walk the walk. This includes personal appearance as well. You can say you are professional but if you come in on casual Friday with ripped jeans and a wrinkled blouse, your brand will be impacted.

### Tip #3: Overdeliver to Create Brand Ambassadors

Brand is not something a business can control: it's what the customer says it is. Same holds true for individuals. You can control your brand insofar as you remain clear and consistent with your top qualities and walk your talk. But then something magical will happen: the people you interact with, those who have experienced your brand first hand, will sing your praises and do your brand evangelism for you. Personal branding can be even more effective when it comes from others and not from you directly.



LaFern K. Batie, MBA, SPHR  
Executive and Business  
Development Coach  
The Batie Group, LLC  
[www.TheBatieGroup.com](http://www.TheBatieGroup.com)  
[www.facebook.com/lafern.batie](http://www.facebook.com/lafern.batie)



*LaFern is not only our featured article author, she is also a seasoned WOMEN Unlimited Mentor based in Orlando, FL. As part of our reach out to our WOMEN Unlimited alumnae, LaFern will provide a complimentary brand strength assessment to anyone who is interested.*

*Contact her directly for more information!*

### Need More Information?

[www.women-unlimited.com](http://www.women-unlimited.com)

**Pay it Forward!** If you found this e-letter valuable, please feel free to forward this information on to others.

To view upcoming Programs info click [here](#).

### What's Coming Up?

#### Crucial Connections Regional Alumnae Events An Evening of Leadership Lessons

#### Stand Out and Be Noticed!

New York City	March 30, 2010
* * *	
San Francisco	April 13, 2010 September 9, 2010
Southern California	October 19, 2010
Atlanta	September 2010

Our regional events are designed to keep you connected & focused on your own unlimited leadership development. Offered as a blend of in person and virtual events, they will allow you to reconnect, recharge and refocus on being an Unlimited leader in 2010!

#### Stay tuned for more details!

**"Dallas Women's Business Council" Event**  
HP & WU Sponsored Event – Evening of March 10th

#### Teleconferences

#### Topics include:

**"Creating Leadership Confidence"**  
**April 27, 2010 3:30pm ET**

**"Busting the Influence Myths:  
Strategies for Increasing Your Impact."**

Leadership Excellence Program

Monthly E-Letters