Personal Branding: Knowing and Promoting You

September 15, 2018
Women in Medicine Luncheon
Missouri ACP

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Learning Objectives

By the end of this workshop you will have:

• Refined your own personal brand and core messages

• Practiced and gained skills in articulating your personal brand

• Become aware of social media avenues to enhance your brand
Definition of Personal Branding

Characteristics created around your name, individual attributes, skill set, and/or career accomplishments.

• A trademark – asset to protect and continuously mold and shape
• Incorporates your values and passions
• For what you are known

It is a leadership requirement, not a self-promotion campaign.

If you don’t define your brand, someone else will.
Importance of Personal Branding to Advancement

Talent alone is not enough to be successful in the competitive workplace.

• Doing your job and waiting to be recognized is passive and does not lead to advancement.

When one does not have clarity of personal brand, the message is confusing, disruptive, and leaves the audience feeling *spammed*.

Be proactive, strategic – and articulate your brand!
Personal Branding

“**Be yourself because everyone else is already taken.**”

~ Oscar Wilde

“**Your brand is what people say about you when you’re not in the room.**”

~ Jeff Bezos, Founder of Amazon

Promise + Experience = Relationship

Brands are relationships developed over time.
Health Institutions: Branding

[Logos of National Institutes of Health, NIH, and Mayo Clinic]
What is the brand?
What is the brand?
Authenticity is critical to brand success

“Authenticity is the alignment of head, mouth, heart and feet - thinking, saying, feeling, and doing the same thing consistently. This builds trust, and followers love leaders they can trust.”
~ Dr. Lance Secretan

Google definition:
Real or genuine; true and accurate; origin supported by unquestioned evidence.
Promise + Experience = Brand

Ask: Who am I?

Take the temperature of your passions and skills. *Remember the childhood game, hot or cold? Use that to clearly define strengths and passions.*

Let go of who we think we are supposed to be and embrace who we are.

Be honest!!!

Consult your team of advisers (mentor, peers, friends and family).
Graceful Self Promotion

Self promotion is a technique by which one emphasizes his/her own attributes (personal brand) in order to be seen positively and effectively in the eyes of the target audience.

- Self promotion is not the end goal.
- Self promotion is neither selfish nor a reflection of being conceited.
- Self promotion is our responsibility.

Who knows our story better than we do?
Stories can illicit brain responses-

*Dopamine*

Focus
Motivation
Memory
Stories can illicit brain responses—

**Oxytocin**

Generosity
Trust
Bonding
Stories can illicit brain responses—

*Endorphins*

Laughing
Creativity
Relaxation
Stories can illicit brain responses -

*Cortisol and Adrenalin*

Intolerant
Irritable
Not creative
Critical
Memory impaired
Poor decision-making
Potential Benefits of Knowing and Promoting Your Brand

Gives clarity of purpose:

*Putting yourself out there is not a broad amorphous concept. Doing it **effectively** means being relevant and specific to the target audience.*

Increases self confidence:

*Confidence is contagious.*

Develops emotional resilience:

*Thriving rather than surviving*
Activity: Knowing Yourself and Developing your Personal Brand Mantra

Individual reflection of identifying your skills/strengths

Four step process – create your brand mantra

Assemble in groups of two or three

Practice articulating your 3-word brand

Give feedback to the group

*Introductions- FS and RP 3-word brands*
Developing your Personal Brand Mantra

1. Determine Your Emotional Appeal.

Think broadly about your personality and how it affects the experience of someone working with you. Make a list of words that describe these features of your personality.

Pick one word to summarize.

Collegial
Supportive
Passionate
Developing your Personal Brand Mantra

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Pick one word to summarize.

- Collegial
- Supportive
- Passionate
Developing your Personal Brand Mantra

2. Determine Your Description.

Come up with a *descriptive* modifier that brings clarity to the emotional modifier, identifying for what or for whom your brand is intended. You might choose to use your work (e.g. healthcare) or a tangible skill (e.g. creative).

- Interdisciplinary
- Faculty
- Clinical/Basic
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  - Interdisciplinary
  - Faculty
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Developing your Personal Brand Mantra

3. Determine Your Function.

Write down what, exactly, you do (or will do) (e.g. scientist, physician OR manager, leader, innovator). What service do you offer people?

- Advocate
- Researcher
- Collaborator
- Pediatrician
Developing your Personal Brand Mantra

3. Determine Your Function.
Write down what, exactly, you do (or will do) (e.g. scientist, physician OR manager, leader, innovator). What service do you offer people?

   Pick one word to summarize.
   Advocate
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4. Put It All Together.

Look at your three words, and combine them into a short sentence or phrase. Should communicate clearly who you are, simply and memorably. Is this you?

Passionate Interdisciplinary Researcher
Supportive Faculty Advocate
Dependable Strategic Planner
Go-to Woman Mentor
Creative Professional Connector
If you have 30 seconds, include additional points!

Core Message

Twitter Friendly Headline – 140 characters or less

Point 1

Point 2

Point 3

3 Supporting Points – easy to remember
Let’s Practice
Sharing your responses

Provide audience perspective:

Was your statement authentic?
  Clear? Impactful?

Did what you wanted to say as your personal brand come across?

Did you project something you did not intend or that was not necessary?
Scenarios-Role Playing

- You are attending a reception for faculty and the dean comes up to you and asks: “What is your focus/passion?” How will you answer her?

- You have become the chair of the Community Engagement Committee of the MO ACP. How will you introduce yourself as the committee has its first meeting?

- You have been asked to give an interview to the local TV station on the expansion of your group’s practice and its new location. What will you emphasize?
Articulating the Brand Message

**Demonstrate** your value – walk the talk – speak up at meetings, engage in community involvement, participate in committees/panels/boards – DELIVER!

**Practice** perfects your presentation & allows enthusiasm & knowledge to shine through.

**Use** selective factual updates.

**Employ others and social media** to spread the message and provide feedback.
Categories of Social Platforms

- Primarily Social
  - Pinterest
  - Google+ (Now Google)
  - Facebook

- Hybrid
  - Twitter
  - YouTube
  - WordPress

- Primarily Professional
  - Mendeley
  - ResearchGate
  - Google Scholar

- Instagram
Summary

You now have:

• Your Personal Brand
  • 3 word descriptor
  • 15 and 30 second impact statements
• A practiced delivery of your brand to use in specific settings
• An awareness of the value of social media

Use and Modify Regularly!
Questions