
BUILDING YOUR BRAND (ACNA5000)

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Lecture 6: Building your brand

Date	Lecture #	Lecture topic	Activity
01/10/24	1	Introduction to ACNA5000	
08/10/24	2	Skills and Opportunities in Environment	
15/10/24	3	Community Engagement and CSA	
22/10/24	4	FIELDWORK WEEK	Cae Tan Visit
29/10/24	5	Communicating and the Environment	
05/11/24	6	Building YOUR Brand	
12/11/24	7	Blogging for Science & Sustainability	
19/11/24	8	GREEN ECONOMY CONFERENCE	Swansea Arena Conference
26/11/24	9	Employability and Digital Skills (S. Grieve)	Digital Skills Team
03/12/24	10	Online GAM modules: Unit 2	
10/12/24	11	Online GAM module: Unit 3 and 4	
	12	Christmas Break	
	13		
	14		

OUTLINE

- Building your brand
- **Activity: Unit 1 : Brand you: Purpose and proposition**
- Ambition is critical
- What drives you
- Boundaryless careers
- Boundaryless skills



WHAT IS PERSONAL BRANDING?

Personal branding is a popular buzz word, but what does it really mean?

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

~Jeff Bezos,

Amazon

THINK OF YOURSELF AS A PRODUCT

We all have attitudes and beliefs about brands based on our experiences. The strongest brands are:

- Powerful
- Authentic
- Consistent
- Visible
- Valuable

The same qualities apply to personal brands.



WHY IS YOUR PERSONAL BRAND IMPORTANT?

We now have greater control of our own destinies.

With that comes increased responsibility and competition.

To get ahead, we must manage the impressions others have of us.

With a strong brand, you:

Differentiate yourself from others.

Maximize your career potential.

Savage Chickens

by Doug Savage





- Choose a mystery piece of paper, the piece of paper will have someone that you know on it.
- You will have a few minutes to think about how to describe that person (please keep it professional and positive).
- The rest of the class will have to guess who you are describing

ASK YOURSELF...

- What makes you special?
 - What are your greatest strengths?
 - What differentiates you from others?
- How does your uniqueness translate to value?
 - What are your most significant accomplishments?
 - What do people come to you for?
- What do you want to be known for?
 - What do you want others to think when they hear your name?

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Write down some quick responses to the questions above, do not overthink it.

SEEK FEEDBACK

Is the perception of others consistent with your perception of yourself?

- Talk to trusted colleagues.
- Review past performance reviews.



HOW DO YOU STRENGTHEN YOUR BRAND?



DETERMINE...

- What is your goal?
- Who is your target audience?
- How does your current brand position you to achieve your goal?
- Do you need to make any changes?

- Fill gaps
 - Education
 - Experience
 - Relationships
- Begin to act the part
 - Introduce yourself
 - Speak the language
 - Share your story

- Build influential relationships.
- Get involved in cross-functional projects.
- Use volunteering to strengthen or develop skills.
- Take on a leadership role in a relevant organization.
- Start a website or blog.

HOW DO YOU LEVERAGE SOCIAL MEDIA?



- Who is your target audience?
- Which social media platforms do they use?
- Options include:
 - Blogging
 - Wordpress, LinkedIn publishing platform, etc.
 - Microblogging sites
 - Twitter, LinkedIn, Facebook, Google+, etc.
 - Video & audio sites
 - YouTube, podcasting, SlideShare
 - Image posting
 - Instagram, Pinterest, Twitter

- Maximizing your brand through social media requires bi-directional engagement.
- What do you have to offer?
 - Your own content
 - Curated content
 - Feedly.com aggregates news sources
 - Engagement
- Make deeper connections.
 - Connect offline

CREATE A SOCIAL MEDIA PLAN

- Commit to consistent activity.
- Manage your time.
 - For example, spend 15 minutes per day on social media activity.
- Use automated scheduling tools.
 - Hootsuite, TweetDeck, etc.
- Track your activity.

HOW DO YOU MANAGE YOUR BRAND?



BE PROACTIVE

- Promote your accomplishments.
- Maximize your participation in meetings and groups.
- Communicate effectively.
- Stay relevant.

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What advice would YOU recommend?

ACTIVITY

Work your way through the Moodle tab in Changemakers titled:

Brand you: Purpose and proposition



THANK YOU

[personal brand workbook.pdf](#)