# Building Your Personal Brand:

Why It Has Never Been More Important.

# Hello!

#### My name is Kathleen Duffy.

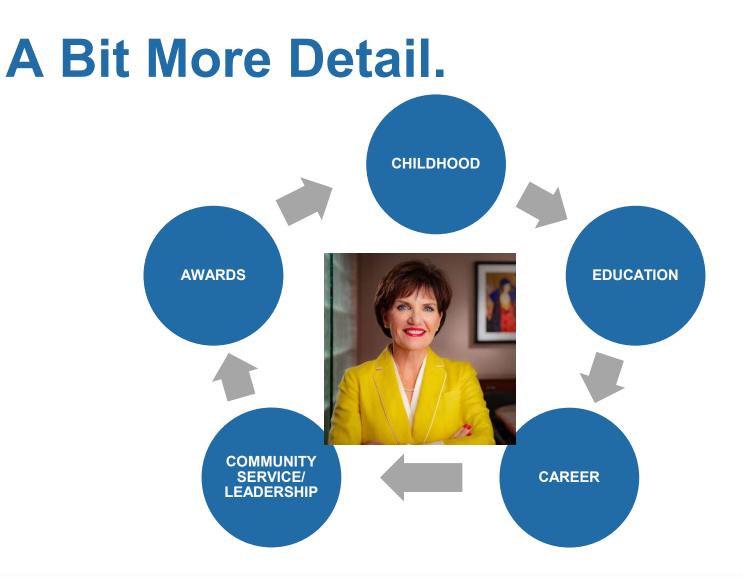
I educate employers about an alternative approach to traditional search called Recruitment Research.

I am passionate about connecting the <u>best</u> candidates with companies that need them.

And I love using my expertise as a force for good in business and the community.











#### Duffy Group

# What Is Your Personal Brand?





# Personal Branding: A Primer.



# **A Personal Brand:**

#### SUMMARIZES

• Your strengths and key points of difference.

#### DEFINES

- Who you are.
- What makes you great.

#### COMMUNICATES

- Your reputation and value.
- Why you should be hired/promoted.



## What It Is.

Your image.
Your mission.
Your passion.
Your values.
Your vision.

## What It's <u>Not.</u>

 A logo.
 A resume.
 A LinkedIn or another social media profile.

VS.



Describes you, your lifestyle and your passion.



Provides a platform to establish credibility, inspire and succeed.

### Establishes you as a thought leader.



Helps land job interviews and placements.



Sets you up for a **promotion.** 

### Forges partnerships.



# If people like you they will **listen** to you, but if they **trust** you, they'll **do business** with you. - Ziq Ziqlar





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# Local Leaders Who Have Built Personal Brands.





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### A Personal Brand Built On A Promise.

### Sen. Kyrsten Sinema:

"Kyrsten feels a duty to give back to the communities and country that gave her so much.

She got her shot at the American dream, and she'll keep working to make sure all Arizonans get theirs, too."

### A Personal Brand Built On A Passion.

### Denise Resnik Founder

# SARRC

Southwest Autism Research & Resource Center



### **A Personal Brand Built On Reputation.**



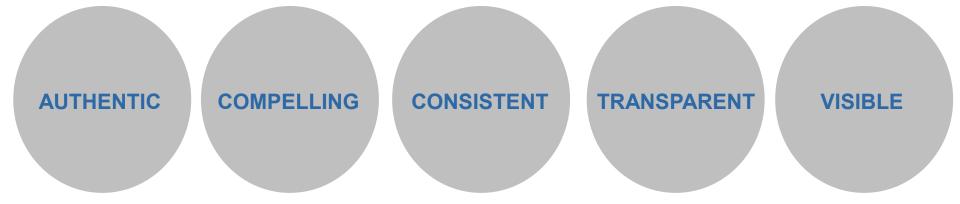
### Letitia Frye: The Auctiontainer.



# **Creating A Memorable Personal Brand.**

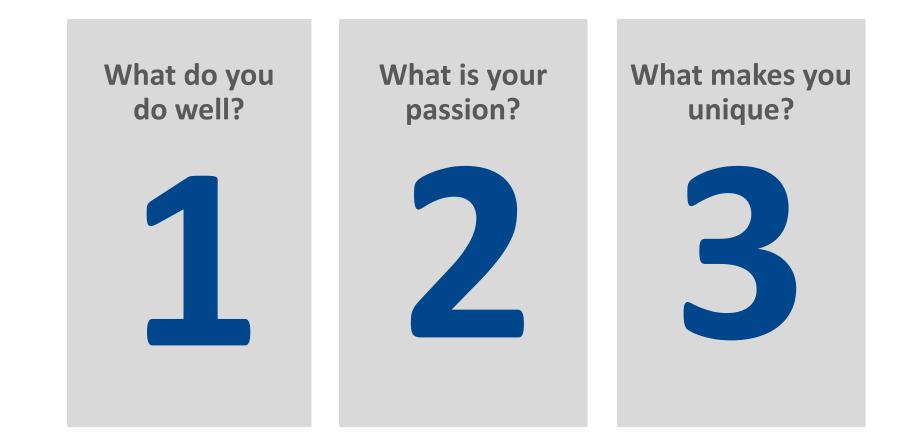


# **Key Tenets Of A Personal Brand**





### **A Personal Brand Answers Three Questions**





# Taking A Deeper Dive.

Key brand elements:







On a scale of 1-10, how would you rate your current attitude and confidence level?

- Identify 2-3 strengths.
- Identify 1-2 areas for improvement.





On a scale of 1-10, how would you rate your perception of yourself?

- Identify 2-3 strengths.
- Identify 1-2 areas for improvement.





On a scale of 1-10, how would you rate how others perceive you?

- Identify 2-3 strengths.
- Identify 1-2 areas for improvement.



### Online Awareness (LinkedIn)

On a scale of 1-10, how would you rate your online presence?

- Identify 2-3 strengths.
- Identify 1-2 areas for improvement.



## **The Anatomy Of The Brand Statement**

- Your name, title and company.
- Your personal branding elevator pitch.
- Why you do what you do.
- Who you want to meet and why.

challenge adventure success selling self achivement exercise marketing future creative image foundation strategy mindset positive **personal branding** motivate attitude career ambition leadership icon educate training change productivity confident inspiration strength goid habit control guide passion connection consistent guality



# **Putting The Pieces Together.**

### • About me.

 Hi! I am Kathleen Duffy, President and CEO of Duffy Group, Inc.

### • Elevator pitch.

 I am a strategic thinker who uses a proven approach called recruitment research to help companies find top talent.



# **Putting The Pieces Together.**

### • Why I do what I do.

 My most fervent desire is to help people find joy in their work – an activity to which they dedicate 500,000 hours of their lives. I also channel that passion into making our community a better place to work and live.

### Why we should meet.

 I can unearth candidates whose skills match your open positions and who are a fit for your company's culture, too.



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# **Personal Brand Promotion.**



# **Personal Branding Tactics**







- Phone and in-person meetings
- Industry group presentations
- Professional association presentations
- Business and community event speaking ops



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- Newsletters
- Advertising
- Earned media (stories, columns, radio/TV interviews)
- Awards and recognition
- Business and community events





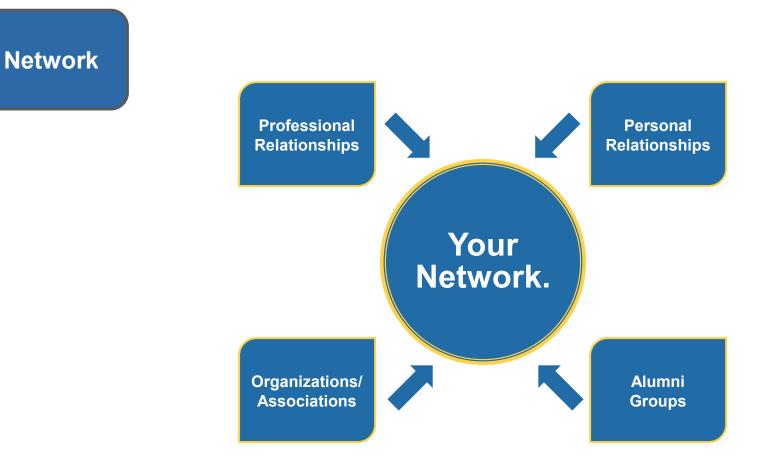
- Website
- Social media
- Blog
- Email
- Webinars
- Chat sessions





- Philanthropic activities
  - Volunteer efforts
  - Board positions







### **Contact Information**

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