



# Building Your Brand through Better Buzz

November 12, 2009

Society for Women Engineers



# Better Buzz Objectives



- ✓ **Gain insight into image you communicate**
- ✓ **Create a personal brand to enhance visibility**
- ✓ **Practice projecting your unique value**
- ✓ **Develop your “buzz” strategy**
- ✓ **Support your executive presence physically**

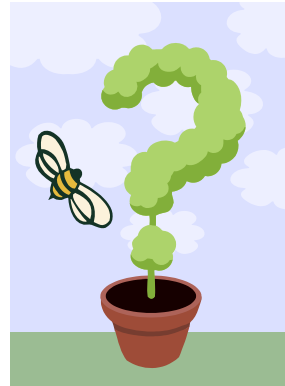
# More Important than Ever

- Global communications
- Power of Instant Impact
- Competitive era—survival of the “fittest”
- Accomplishments matter, but...



# Building a Better Buzz

## What creates your image?



1. Break into groups of 3.
2. What are all the ways you send your personal brand message out?
3. Share your answers with the whole group.

# What's a Personal Brand?

*-the overall image you portray --*

- accomplishments
- words
- eye contact
- dress
- tone
- thoughts
- skills
- experiences
- beliefs
- values
- actions



*– the sum of the above & **more!***

# Personal Branding



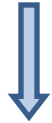
*“An indelible impression that is uniquely distinguishable.”*

*Lair, Sullivan & Cheney*



# Current and Desired State-- Transforming Perceptions

who you are  $\implies$  who you want to become  
how you are perceived  $\implies$  how you  
want to be perceived



transformation in  
others' perceptions



# Promote Yourself with Authenticity

- Balance the need to be “you”  
--with the importance of  
creating a **winning image** 😊
- Flex your style without  
giving up core values
- Flex to bosses, peers, staff



***It's not politics, it's relationships.***



# Building Self-Buzz Statement



1. Choose 3 adjectives you would like people to say about you:
  - in your industry/company
  - your career aspirations
  - personally
2. Form into a sentence or two
3. Say it aloud to a partner.

# Perceptions Rule!

- Perceptions affect
  - performance reviews
  - work assignments
  - level of pay
  - promotions



*All happen when you're not there!*

**self-presentation + the lens of the viewer = Perception**

# What is a Better Buzz Speech?

- Tailored for situational self-promotion
- Defines your unique “brand”!
- Brief, compelling statement
- Why you are important
- Shows your commitment
- Build rapport
- Anywhere/anytime



# Controlling the Buzz

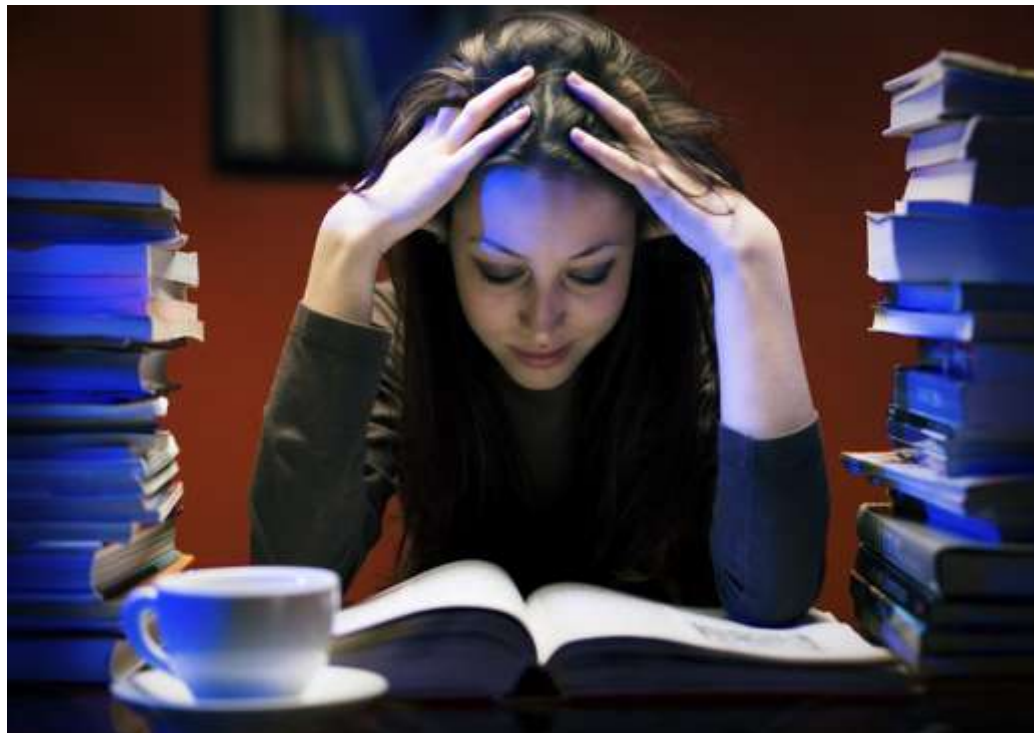


***“If you want to sell a car, you  
can’t keep it in the garage.”***

--Sharon Grundfast, Senior Manager , Avon

# Situational Buzzing Prep

- Do homework on senior people
- Consider cultural norms



# How to Avoid Bad Buzz

- Don't:
- Talk just recent events
- Wing it
- Sound scripted
- Unnecessary information
- Talk too fast
- Over-promote without credit



# Situational Buzz Statement



- 3-4 Sentences
- Content is something you are
  - Doing
  - Thinking
  - Working on
  - Learning
- Ideally relates to company success
  - Problem
  - Challenge
  - Opportunity

# Situational Buzz Statement

“Weidlinger’s growing commitment to sustainability....implement sustainable office practices, and seek relationships with other built-environment professionals who share their enthusiasm.”





# Situational Buzz Statement

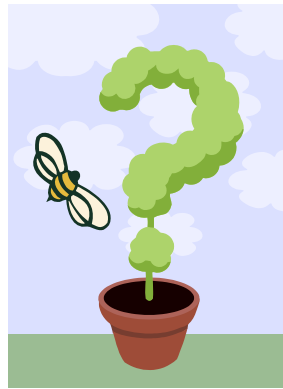


“Weidlinger’s growing commitment to sustainability....implement sustainable office practices, and seek relationships with other built-environment professionals who share their enthusiasm.”

Hi Joe. Great to see you... I was just thinking about something I heard you speak about on the Sustainability Project--one of the things my group has been looking at is how we can contribute to the in-house education program. The folks that work for me have come up with some creative, new ideas....



# Better Buzz



1. Individually prepare Better Buzz statement
  - Write tailored Better Buzz statement-3 sentences
  - Relate it to something you are doing/thinking/working on that relates to company success.
  - Link to Company problem/challenge/opportunity
2. In groups of three present and give each other feedback.

# Strategic Buzzing

- Women shun self-promotion
- Most men--



- Lack of strategic buzzing = perceived as weakness
- Read your culture
- Self-promotion part of daily life

# Strategic Buzzing Subtleties

## BE

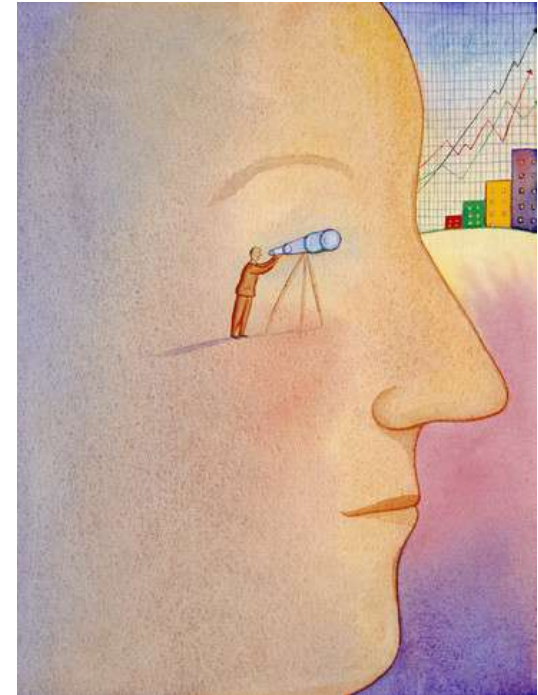
- Strategic
- Crafty
- Subtle
- Genuine



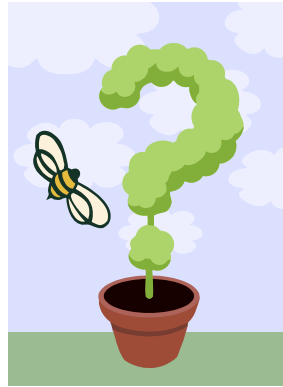
# Learn What Perceptions Exist

- Learn formally and informally
- Random comments
- Consistency of comments
- Performance reviews
- Ask 5 people for feedback
  - boss, peers, staff

Ask for 360 feedback survey



# Strategic Buzz Problem Solving



1. In groups of three
2. Review the Case Study you are assigned
3. Come up with a strategy you might use to “adjust” the perception
4. Have spokesperson prepared to discuss with the whole group

# Physical Attributes of Better Buzz

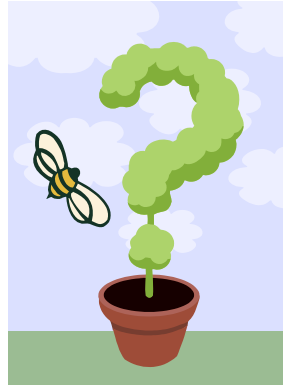


# Some thoughts about Physical/Tonal Buzz

QuickTime™ and a  
decompressor  
are needed to see this picture.



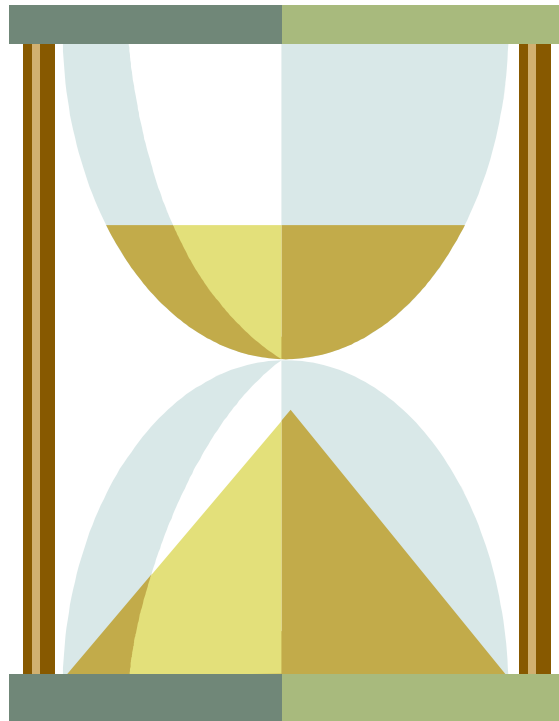
# Create Effective Buzz Physically



Based on watching these videos, what can you do to make sure your physical and tonal presentation is positive?

# For How Long Do I Buzz?

- Takes 3-6 months to alter perceptions
- No such thing as instant results



# When to Work on Branding?

- Before switch careers/jobs
- Before career opportunities arise
- Life-long process

Great Companies Constantly Focus  
on Branding and Re-branding

**SO SHOULD YOU!**



# Who's Responsible for Your Success?

*-You-!*

- to brand yourself
- to enlist others' support of you
- to alter unhelpful perceptions

*“Be the architect of your own agenda.”*

*-- Carla Harris*

# A Word from the Wise

***“You cannot assume that if you work hard people will notice you and think of you in a positive way.”***

*-Carla Harris*

