

BACK TO WORK CONNECT

“PERSONAL BRANDING”

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**Anyone can do
my job, but no one
can be me.**

Harvey Specter



WHAT IS A PERSONAL BRAND?

Simply Put

It's the Way You "Show Up" Every.Single.Day

How You React to Things & Interact with People

How You Communicate & Build Relationships

The "Voice" You Use Throughout.



WHY DEVELOP A PERSONAL BRAND?

A photograph of a vast field of red poppies under a sunset sky. The sun is low on the horizon, creating a bright lens flare. The poppies are in various stages of bloom, with some fully open and others as buds. The background shows rolling green hills.

BE PROUD OF BEING A
“TALL POPPY”

4 Common Mistakes

Assuming You Know Your Personal Brand

Not Understanding Your Key Audiences

Failing To Create a “Clear Narrative”

When you don’t “Own” your Brand you lose control of your “Story”

Not Living Out Your Brand

Get These Right

Do a Personal “360”

Craft, Then Tell Your Own Story - Give Context

“Personal” Brand - Introduce Some “Personality”
Not an Elevator Pitch!!

Easy Access to Your Touchpoints - “EcoSystem”
Web, Social, Guest Posts, Podcasts, Testimonial

LET'S TAKE STOCK:

What Am I Great At? Not So Great?

What Do I Love To Do? Not So Much?

What Are 3 Elements I Always Bring To The
Table?

Current Audience / Needed Audience / Network

Key Areas

What's My Story?

What Is My Voice?
(& Message)

Who Is My Audience?

What Makes Me Remarkable?

What is it Important
that People Know?

What do you want
them to do? Clear “CTA”

Descriptor Words:

Emotional Vs Functional Personal Drivers

Professional, Team Player, Expert

Curious, Dynamic, Brave

Interested Vs Interesting

Shy - Listener, Interested, Courageous



WHAT ELEMENT ARE YOU GOING TO HANG YOUR HAT ON?

Change agent? Connector? Bridge Builder?
Communicator? Detail Specialist?



IT'S THE WHOLE PACKAGE

Perceptions, Behaviour, Interactions, Network,
Engagement, Communications, Content, Ideas, Google

Research Your Destination – Success Leaves Clues

What additional Skills will you need – Gap Analysis

Who will you interact with along the way?

Who are the key Connectors/Influencers?

Where are they operating that you need to be?

Analyse your PB EcoSystem



Show Your PASSION
Show WHO YOU ARE
Know Your AUDIENCES
Tell STORIES
STAND OUT!!

The background image shows a person in a red shirt with a logo on the sleeve, working on a laptop. A large, semi-transparent pink rectangle is overlaid on the image, covering the middle section. The text is written in white on this pink background.

Reintroduce Yourself

Prove Your Worth

Keep It Going



People will forget
what you **said**, people
will forget what you
did, but people will
never forget how you
made them **feel**.

Maya Angelou

THANK YOU

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