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# Develop & Manage Your Personal Brand with Quality Tools

Jennifer J. Stepniowski, MBA, CMQ/OE  
Pro QC International  
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# Learning Objectives

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At the conclusion of this session, attendees should be able to:

- Understand the relevance (benefits) of personal branding.
- Analyze & identify their own personal brand.
- Use quality tools to develop & execute a strategy to achieve goals & objectives.
- Manage their brand effectively.

# What Is a Personal Brand?

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- Who are you?
- What do you do?
- What makes you different?
- How do others perceive you?

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

# Why Manage Your Personal Brand?

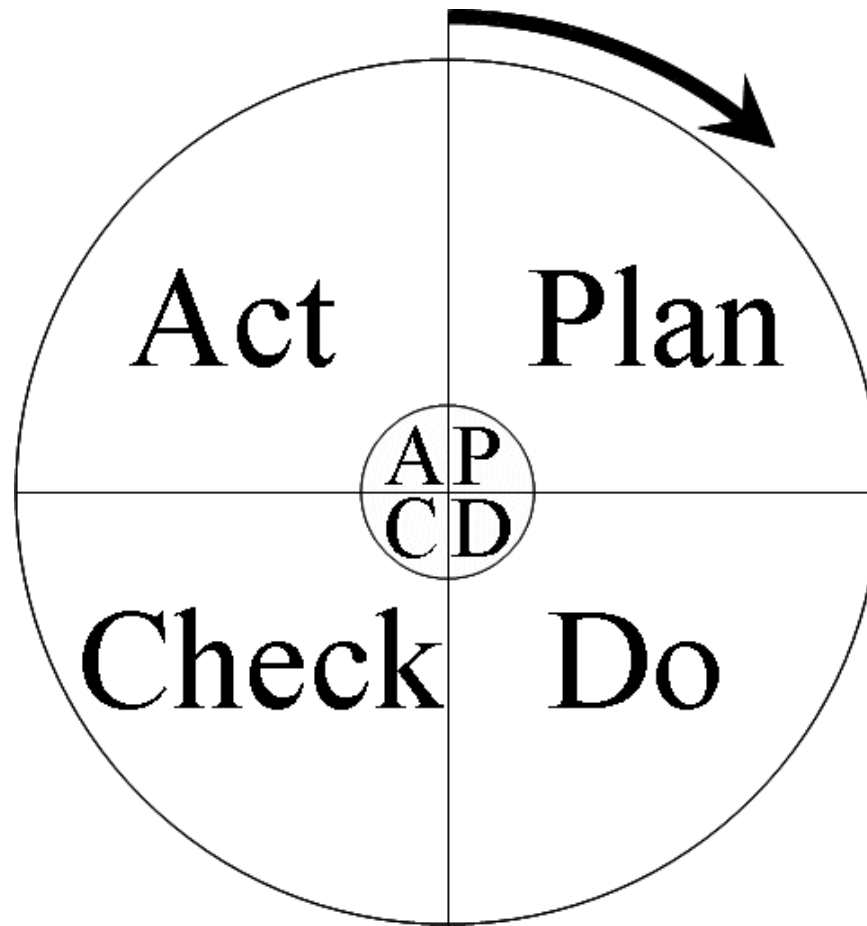
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- Creates a competitive advantage (differentiation).
- Supports professional development.
- Creates opportunities.
- Increases earning potential.
- Influences others.

*“Your personal brand is the powerful, clear, positive idea that comes to mind whenever other people think of you. It’s what you stand for—the values, abilities & actions that others associate with you.” ~Peter Montoya*



# How Do You Create a Personal Brand?



# PDCA: Plan (Strategic)

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- Collect & analyze data
  - SWOT analysis
  - Kiersey Temperament Sorter / Myers-Briggs
  - Life audit (Affinity diagram)
  - Stakeholder analysis
  - Market research (primary & secondary)
  - 5W2H
- Define mission & values (positioning)
- Develop SMART goals (objectives)

# Example: SWOT

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- Strengths
  - I am generally optimistic, easily adapt to change & am passionate & driven.
- Weaknesses
  - I often try to do too much & need to work on delegating or passing on opportunities. I can be overly energetic.
- Opportunities
  - My experience qualifies me to take the CQA exam. I am also eligible for an ASQ Fellow nomination.
- Threats
  - Legacy responsibilities at work decrease my ability to focus on new activities.

# Example: 5W2H

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- Who do I want to expand my influence to?
- What drives (guides) me?
- When do I feel the most satisfied & fulfilled?
- Where do I see myself in 5, 10 or 20 years? Where do you want to see yourself?
- Why should I dedicate time to setting SMART goals & objectives?
- How many people would describe me similar to how I see myself?
- How do I want to impact the world?



# Example: Mission Statements

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- “To be a teacher & to be known for inspiring my students to be more than they thought they could be.” Oprah Winfrey
- “To have fun in my journey through life & learn from my mistakes.” Sir Richard Branson
- “To use my gifts of intelligence, charisma & serial optimism to cultivate the self-worth & net-worth of women around the world.” Amanda Steinberg ([dailyworth.com](http://dailyworth.com))

# PDCA: Do

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- Connect with a mentor.
- Brainstorm ideas to achieve goals.
- Create a GANTT chart.
- Set calendar reminders for milestones.
- Setup & update strategic online platforms reaching your targeted audience.
- Craft an elevator pitch.
- Develop promotional materials.
- Engage (online & offline).

# Example: Brainstorming

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How can I advance in my industry to reach 5, 10 & 20 year goals?

- Publish articles in industry related publications.
- Get involved with local association activities
- Take advantage of online professional development.
- Attend networking events.
- Obtain industry certification(s).
- Start a blog.
- Join social media groups & forums.
- Read industry related books/publications regularly.
- Develop key relationships in the industry.



# PDCA: Check

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- Google yourself regularly.
- Monitor Google Alerts.
- Evaluate SMART goal metrics.
- Evaluate online profile performance & metrics.
- Review online privacy settings.

*“What gets measured, gets managed.”*  
*~Peter Drucker*

# Example: Online Performance Metrics

## Facebook

FANS COUNT

29,620



Previous Period

7%

Previous year

47%

## Twitter

FOLLOWERS

489,269



Previous Period

8%

Previous year

-8%

## Youtube

YOUTUBE SUBSCRIBERS

3,696



Previous Period

211%

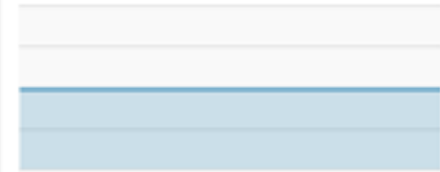
Previous year

386%

## Instagram

INSTAGRAM FOLLOWERS

393



Previous Period

-

Previous year

-

ENGAGEMENT RATE

411.56%



Previous Period

39%

Previous year

336%

MENTIONS

4,436



Previous Period

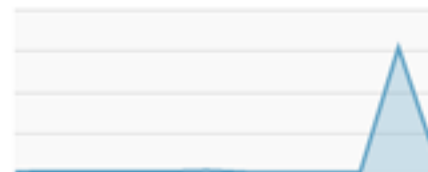
28%

Previous year

-32%

VIDEO VIEWS

325,053



Previous Period

-89%

Previous year

800%

INSTAGRAM LIKES

12



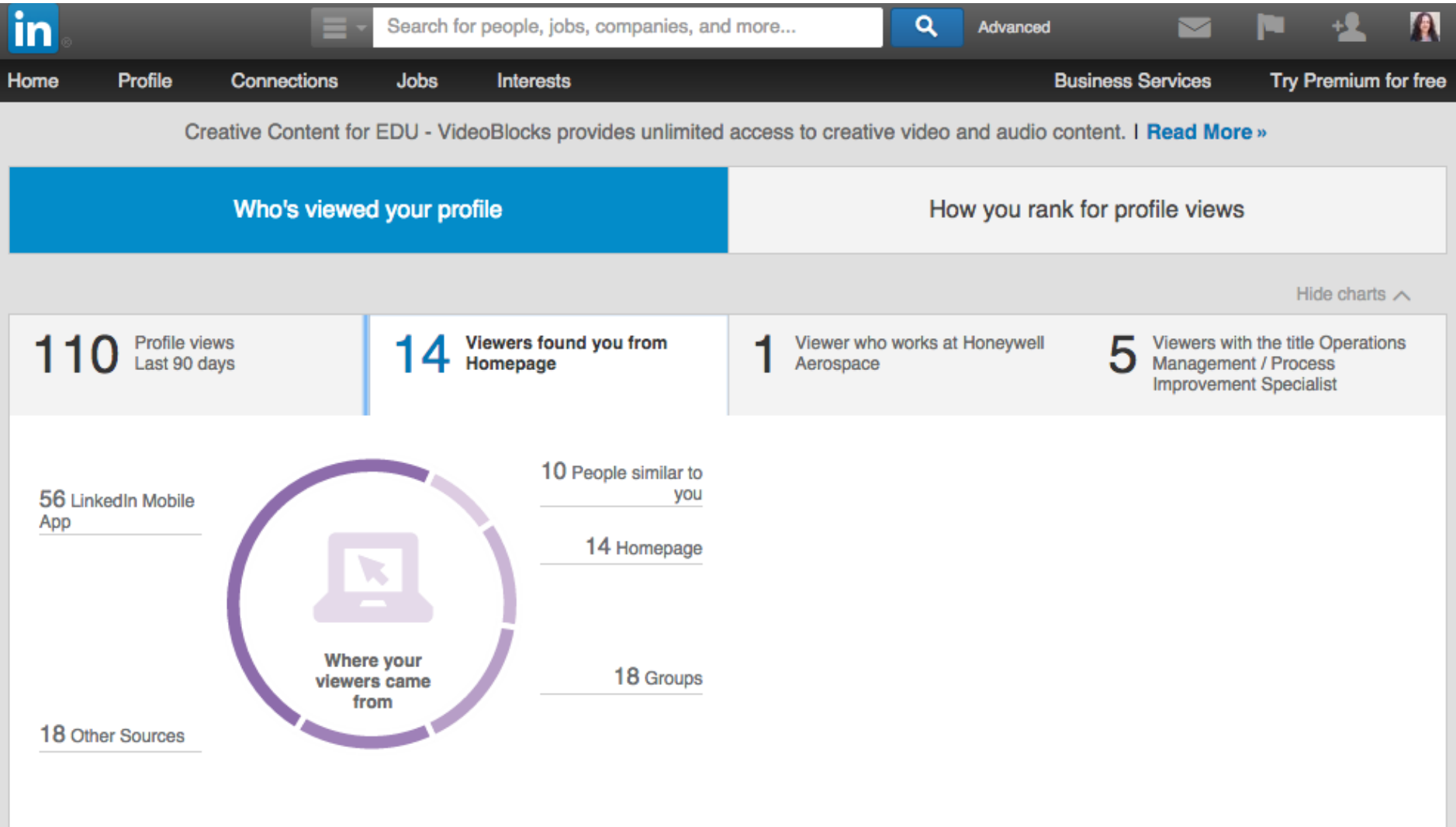
Previous Period

-89%

Previous year

N/A

# Example: Online Performance Metrics



# Example: Social Media Management Tools

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- Commun.it
  - This tool allows you to manage, organize & increase followers across multiple social media profiles.
- LikeAlyzer
  - Enter your Facebook page address & this tool analyzes it & recommends changes you could make to improve your engagement & outreach.
- Klout
  - This tool uses social media analytics to rank users by influence on a 1-100 scale.
- Swayy
  - Connect to Facebook & Twitter to check out who your audience is.

# PDCA: Act

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- Refine online profiles (keywords, experience).
- Update online privacy settings.
- Use Pareto to adjust engagement (80/20).

*“Never confuse movement with action.” ~Ernest Hemingway*



# Learning Objectives Review

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- Plan
  - Analyze & identify your brand.
- Organize
  - Develop & execute your brand.
- Lead
  - Engage your brand (influence).
- Control
  - Manage & refine your brand.

*Fayol's Four Functions of Management*

# Questions?

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