
Develop & Manage Your Personal Brand with Quality Tools

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

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?

- 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

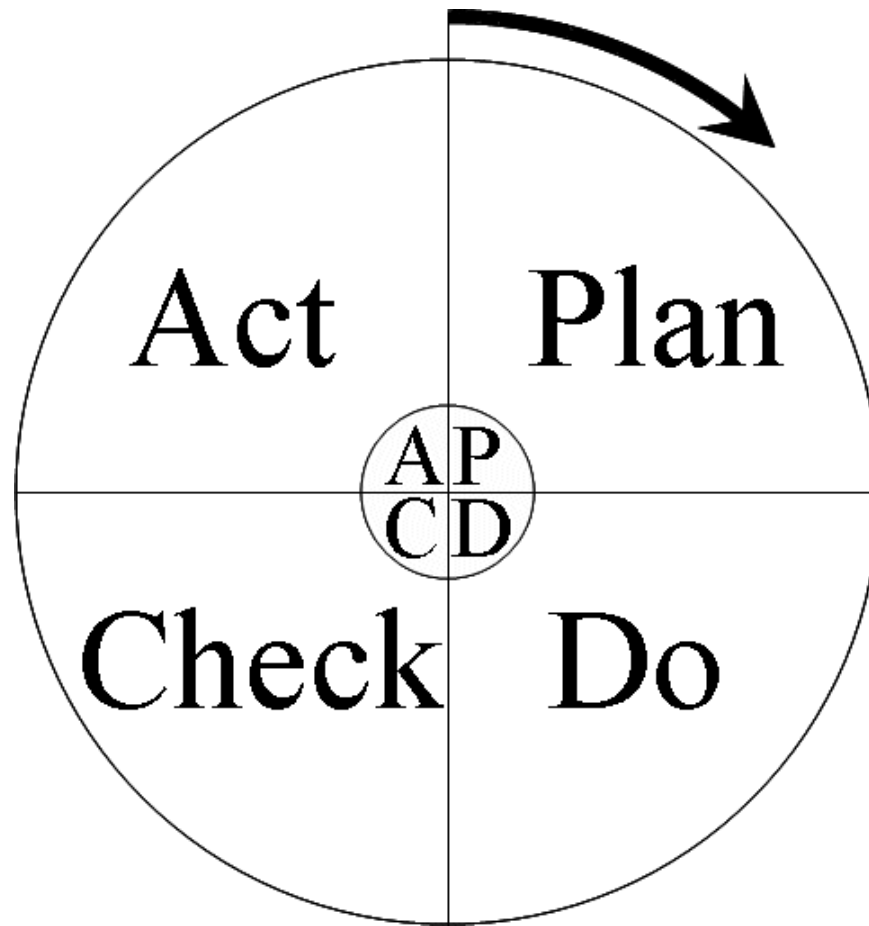
Why Manage Your Personal Brand?

- 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)

- 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

- 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

- 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

- “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)

PDCA: Do

- 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

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

- 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%

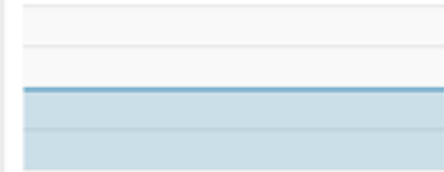
Previous year

386%

Instagram

INSTAGRAM FOLLOWERS

393



Previous Period

-

Previous year

-

ENGAGEMENT RATE

411.56%



Previous Period

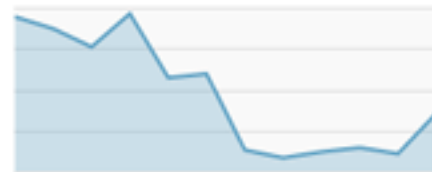
39%

Previous year

336%

MENTIONS

4,436



Previous Period

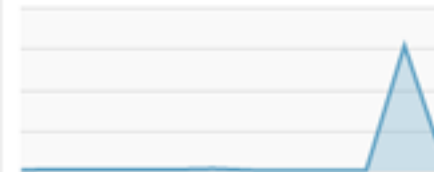
28%

Previous year

-32%

VIDEO VIEWS

325,053



Previous Period

-89%

Previous year

800%

INSTAGRAM LIKES

12



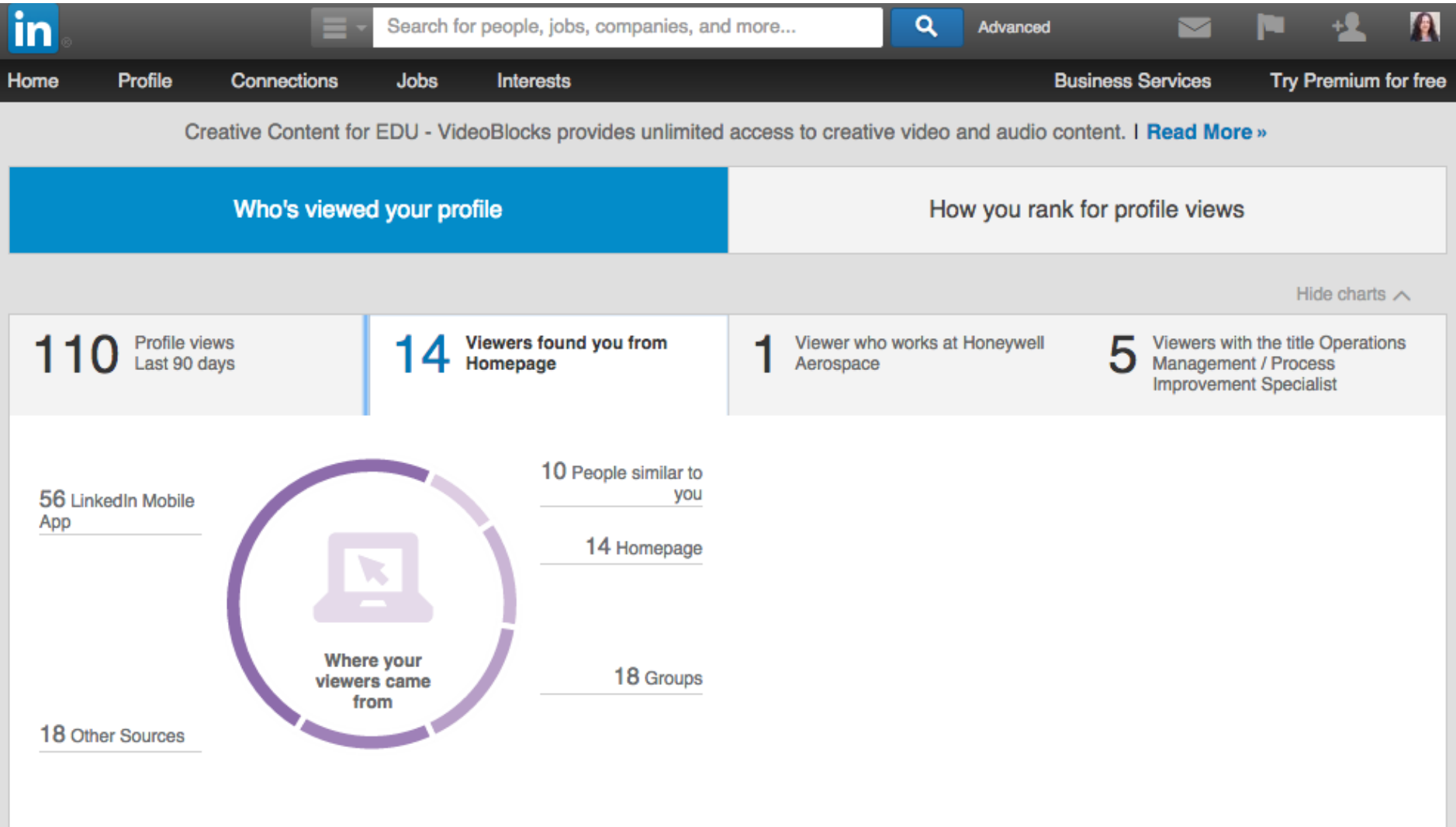
Previous Period

-89%

Previous year

N/A

Example: Online Performance Metrics



Example: Social Media Management Tools

- 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

- 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

- 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?

