

NANCY FREDERICKS REPORTS . . .



FOR WOMEN ONLY

**How to Raise Your
Influence and Create a
Meaningful Impact in Your
Workplace...**

....Branding Yourself!

How to Raise Your Influence and Create a Meaningful Impact in Your Workplace...

Disruptive Secret: “Branding Yourself”



“In this ever-changing society, the most powerful and enduring brands are built from the heart. They are real and sustainable. Their foundations are stronger because they are built with the strength of the human spirit, not an ad campaign. The companies that are lasting are those that are authentic.”

– Howard Schultz, CEO of Starbucks

Why it is so important... when done right?

In all probability, every leadership development program you’ve attended and a great number of the articles you’ve read state how impactful “Branding Yourself” is in today’s marketplace. All of those sources are accurate—branding is a significant leverage base to launch a powerful career.

I believe business guru, Tom Peters, identified as the creator of the “Brand You” concept says it better than I ever could,

“The labor market worldwide is becoming astonishingly competitive and you can no longer expect to survive by being essentially an anonymous bureaucrat in a purchasing department or logistics department or engineering department, but you really have to stand for something.” He goes on to say, “Come hell or high water from the beginning of your career you need to think about your areas of distinction.”¹

Have you taken the time to create one for yourself? If you have already recognized the potential of branding and written one, congratulations, you’re ahead of the pack! In spite of your personal experience, a survey on branding reveals that less than “15% of people have truly defined their personal brand.”²

The pivotal question now is: How has it been working for you? Not quite as life changing as you’d hoped? Well, you are not alone “less than 5% are living it consistently at work—each and every day.”³ Moreover, what’s even scarier to me “is that 70% of professionals believe they have defined their personal brand and 50% believe they are living it. But when you ‘peel-back-the-onion,’ you realize that their focus was centered on self-promotion rather than a commitment to advance themselves by serving others.”⁴

I intend to offer tips in this eBook that address the reasons why “Branding Yourself” may not have worked for you or your co-workers in the past and to successfully design your brand moving forward whether you’ve tried before or this is your first endeavor.

What do I mean by “Branding Yourself?”

In your career, you’ve demonstrated competency yet you feel as though you’re slogging through wet sand all day long. No recognition has come your way. No promotion. You’re still part of the large often indistinguishable mid-level pack of producing executives. Yet deep in your heart-of-hearts you believe you have something to offer, and you know something has to shift. In the back of your mind, you think perhaps branding may just be the answer, and you just may be right!

“Branding Yourself” isn’t easy. It is not merely taking a *selfie* and then, loudly exclaiming “Ta Da!” It is a bit more complicated than that.

“Branding Yourself” is a shortcut for others to realize who you are and what you’re contributing to the organization. It is impactful, brief and yet compelling as it represents you. And underneath the elegant brand identity design is a real effort.



Before ever beginning the process of “Branding Yourself,” you need to verify that you’re positioned to advance your career powerfully. It doesn’t take a rocket scientist to understand that unless you build your brand on a solid foundation—one that is both in sync with your organization and authentic to who you are—you will only harm yourself long-term.

After all, what value would a brand be if your work is rife with incomplete projects, little to no critical thinking, missed deadlines and overrun with mistakes?

Well, you'd have a brand alright just not one that anyone would want their name attached to. Your brand represents the entirety of your current competencies, abilities. "Branding Yourself" also takes into account less finite measurement such as your heart's purpose, and should offer a powerful hint of all your untapped potential. It includes all your winning distinctions. And *it is not* merely a replication of your job description. It is far more robust. Executive leaders in your organization have to believe you are right for not merely this job, but for future work with a larger responsibility as well.

So ask yourself: "Am I performing my job with a 100% excellence?" If you think you are, but don't positively know the answer, ask your boss: "If I'm performing my job 100%, what would you expect from me?" After the conversation, you now know what your boss and the organization consider critical. "How do you measure up against the list?" You are ready to move in to "Branding Yourself."



The truth is a brand will enable you to distinguish yourself, but only if you create it from frankness and authenticity. "Branding Yourself" requires self-

assessment, an accurate, compelling, deep, exploration with no holding back. It is a careful self-analyzes at a level perhaps you've never explored.

It is next to impossible to “Brand Yourself” where the essence of you sticks in the mind of others without first identifying and acknowledging what makes you unique. Building your brand won't occur unless you are confident about who you are now, what you bring to the table, where you're going and ultimately, what you intend to accomplish in your career Being proactive is an essential component of “Branding Yourself.” And the truth is you don't have a choice if you want to achieve an upwardly mobile career or even one of influence.

Your brand not only represents you, but it also emerges out of both your *words* and *deeds*. Think about it as an investment for the long haul in your career synonymous with your reputation, expertise, and singular qualities. It doesn't simply represent where you are in your career “Today;” it also whispers hints of your dreams for your future, and positions you for “Tomorrow.”



Why am I talking about this future concept in the same conversation as Branding? Think about it.... You aren't producing a dynamic brand for your future when you only respond to projects assigned to you. You must also own your career's forward momentum. It's you taking the reins of your career. It's you taking ownership. It's you strategically determining who you are determined to be. It's not exclusively relying on others whether boss or human resource professional. It's you owning the future. If you don't do this, you haven't distanced yourself from the rest of your peers; and you'll always be a part of the amorphous mass competently stuck in mid-level, yet dreaming of so much more.

The unfortunate fact is when you don't choose your brand, it will be chosen for you often by someone who doesn't have the same skin in the game as you. Every day as you move through your work day you are creating your brand (which in part constitutes your reputation). The question is—does it reflect the powerful, positive side of your business persona or are you becoming better known by the unconscious insecurities you express with those around you. You see you are always generating a brand—even if it is without thinking. It just may not represent the entirety of all you stand for and all the possibilities you bring to your organization. Why create a brand if you don't intend to do it right?

How would you prefer your brand to be designed without thought or deliberately through design? Which style of “Branding Yourself” do you believe will be most impactful for your career today and into the future?

What concrete steps can I take to create my brand?

Clarity is the beginning. Your brand should highlight your strengths, unique attributes, added-value abilities.

As Gallup's research attests: *"People who use their strengths every day are six times more likely to be engaged on the job."*⁵ Meaning, they're excited and energized about what they do, and look forward to coming into work every day performing at a heightened level.

I am often asked by clients, "How do I identify my strengths?" The reality is that it is far easier than you may think. Take a deep breath and access your memory banks.... Think about the last time you were working on a project where it felt as though three minutes ticked by; and yet when you glanced up, the clock revealed that hours had passed. Think about the times you were energized and work lit you up. Think about the times you were firmly in "the zone." And then, as you come up for air, you were amazed by how much you'd accomplished. This unconscious, satisfying, mental escape from the constraints of time is you working and consciously leaning into your areas of strength.



The more you're able to employ your natural and developed strengths, throughout the day, the happier you'll feel, the more satisfied, the more productive, and the larger impact you will have on your organization. And by the way, it will be far easier to identify the essential elements for "Branding Yourself." Oh, and a great bi-product of this exercise according to Gallup is that simply by learning what your strengths are you become *7.8% more productive*.⁶

Your strengths include your unique expertise, all the intangible qualities that make up you and all that you bring to your career. These are what you build your today and tomorrow career on, and most certainly, these are the aspects that you want to include when "Branding Yourself."

An effective brand becomes your passport into a new land. It provides an instant feedback loop to test how your message is received and if it is in alignment with how the organization perceives you. It is a visual grade card Are you seen as someone who is contributing at a high level or do I need to re-shift a bit to add value to the organization?

When you bring more of these branding distinctions into your daily responsibilities, you will discover a whole new level of energy and satisfaction in your work—not to mention a whole new level of recognition by your organization.

So, what is it you'd like to be known for throughout the organization? Hone in on the fundamental distinctions you bring to the job. Start paying attention to the unique voice and mindset that completes the incomplete in the room, which is you.

Start the process by responding to these clarifying questions which will help you “Brand Yourself” in a way that is compelling.



Assess your career today but remember not to respond from that humble self who says you don't do anything exceptional rather answer from your confident self the one who is emerging.

- In what areas do I have something unique to say or produce?
- What do I do better than others?
- What do people recognize me for and/or praise me about at work?
- What sets me apart from my peers?
- What am I passionate about?
- What energizes me?
- What do I do differently than my counterparts?

- What aspects of my current job do I enjoy, and I am good at?
- What is special about me and how I am at work?
- What services or expertise do I offer that others do not?
- What areas of my job would I do for free—not that I’m telling anyone that!?
- What do I do that stands out from others?
- What of my accomplishments am I most proud about?
- If you asked leaders, co-workers, and friends to identify my “sweet spot,” what would they list?
- What are the significant contributions I’ve made in my organization? Or alternatively, in outside endeavors?
- What expertise and attributes do I bring to my position that adds value to my company’s bottom line?
- In what areas, am I considered the go-to person?
- What do my customers—either internally or externally—say about my efforts on their behalf?
- What do those who respect and know me well say about me?
- If I left your company today, what would my organization miss? What would be the gap I’ve left behind?
- What talents and abilities do I have that I’d like my corporation to recognize and tap into right now?

Let’s look at some valuable opportunities to rebrand yourself, but only if you are willing to explore the dirt and transform negative perceptions around:

- How do people perceive me? Is it good news or not so good?
- Can I be counted on to complete what I promise to do?

- In what areas have I received negative blow-back from projects or actions that I've taken?
- What areas do I feel overwhelmed working in or leading?
- Am I considered a team player or am I seen as a barrier to progress?

Don't forget to add your "You of Tomorrow" ideas:

- What do I want to do differently in my future?
- What do I want to achieve in my future?
- What do I want to be known for not solely for today but into the future?
- What am I known for today, but don't want to bring into the future?
- What traits or attributes are "bubbling up" now that I want to expand?



Once you've answered these questions, it's time to begin crafting your brand.

Although "Branding Yourself" does boost your career, it isn't exclusively what it is all about. As part of your brand, you will want to include a focus on issues and outcomes that have been instrumental to the greater good of your organization. It is critical to link your actions, expertise, innovating, producing to the companies bottom-line. When you align your brand with the values in your organization it magnifies the impact, you will realize. As much as we may deny it, context is commonly a determining factor to how you are received. The reality is the more

closely you tie your brand to the company's future the better you progress. This brand focus is how you become powerfully heard in the executive suite.

There is a lot of information to distil into a powerful “Branding Yourself” statement. Germinate on your answers. When ideas emerge—even just glimmers—it is time to begin crafting your brand so start writing down what resonates with you from this exercise. The more insights you gain, the more powerful a brand you will create for your career. Don't expect your first effort to be your final one because it rarely is. Almost everyone finds it far harder to write about themselves than it ever is to write crucial proposals for your company. Honestly, though, it will be worth it in the end. Moreover, don't stop until you can own everything you say in “Branding Yourself.”

Why should I spend time crafting my Brand when I'm so busy?

If you've taken the time, you have identified the space you own, what your hopes and dreams are for your future. It is you identifying where you are today and where you can make the largest impact on your company's profitability. You may even have identified areas you want to give up or transform moving forward. You've come to recognize rebranding opportunities for yourself at a far deeper level.



There is one caveat. Taking the time to “Brand Yourself” will be a wasted effort if it rests on a foundation that's not the truth or if others, perceive you as not being genuine, so this must be an honest process. Why

would you want to project something that you are not or never can be? Be fearless in being yourself. If you can't own it, can you own part of it or do you need to go back to the drawing board?

As Oscar Wilde says: *“Be yourself because everyone else is already taken!”*

How do I embed my brand into my career?

Write out your brand from the questions you've asked and the insights you've gained. Tape it to your bathroom mirror and then, every morning spend five minutes reading your statement; envision yourself living it, see your brand impacting your daily work and those around you. You get to choose. And you decide to be your brand every day as you walk in the front door of your company.

It is important to keep in mind that your brand represents your career journey past, present, and future, so it is never static. Revise it as often as new more powerful concepts are revealed to you. Expansion and growth is all about being open to learning. If a brand doesn't expand to meet the bigness of your future it isn't going to be a very comfortable fit for you.... Will it?

If you think that by determining your brand you are done with the exercise and the company will view you differently, you'd be wrong. This limited strategy is where so many executives miss out. Yes, there is an internal power in “Branding Yourself,” yet the actual power comes from how you



manifest your brand day in and day out in your interactions with others.

It is time to take your brand on the road. Are you ready to walk your talk?

How can I introduce my brand?

Your next step may stretch your comfort zone a bit, but as you've dug deep, you now see yourself in a new light—a confident light! “Branding Yourself” depends on you initiating action. Let's review a few actions you can take that will spread the word about who you are as well as the promise of who you can be.

1. Narrative/Story Telling:

You have rich content to start *water-dropping* your brand through narratives or storytelling. I'm particularly partial to the “water drop” concept because it permits you to reveal information without being emotionally attached to it. Envision a water faucet as one drop of water falls to the ground. The tap gives up control of where the drop lands the moment it releases the water.

Water-Dropping is an effective, though gradual, method for introducing your brand to others. These idea drops are merely sprinkled naturally throughout the organization during interactions. With time, often, these *water-drop* brand ideas take

root, find common ground and spring up as a fully, viable supported reputation within the organization.

It is this attitude that I'm asking you to take on as you reveal your brand. No clutched hands. No fear. Changed perception doesn't take place in one singular contact rather it has a cumulative effect so keep on telling your stories one *water-drop* after another.

Prepare several incidents that demonstrate your brand and share them when the time is suitable. Not self-aggrandizement. It is you sharing a bit about a project that you successfully worked on that made a difference to the company; or chortle over an instance when one wise word from you changed the tone in the room; or graciously compliment an employee who quickly gained expertise through your mentoring. Your narrative is centered on the organization's greater good while disclosing your brand in action.

No bragging. It doesn't work for women rather naturally conveying a story that connects with the brand you've created. Finding your brand voice is vital to your brand taking root throughout the organization.

If as you "water drop" your "Branding Yourself" stories the recipient looks like a deer frozen in the headlights, of necessity you will need to reassess. First, does the brand you created authentically represent you? Second, do my stories correspond to the essence of my brand?

2. Elevator Speech:

It is a very short powerful sentence or two about who you are—not simply your position in the organization. It emerges out of your branding. Your elevator speech answers the question in the minds of the executives before they ask such as: What do you stand for? What do you want to be known for?

You reach your hand out, introduce yourself and then don't simply say your position add a bit of vibrancy that you gleaned from your branding research. You may even consider adding a comment that correlates directly to the long-term strategy of the company or is particularly pertinent to the interest of the executive you are meeting. Your elevator speech introduces the value you add and separates you from the rest of the crowd in the mind of the leader.

3. Resume:

Heck, yes, it had better! You know that your resume represents you. Although this eBook doesn't intend to cover resumes, you will want to insert your brand right at the very top of your resume and sprinkle it throughout. Suddenly a bland resume comes alive with this addition.

4. Join a Non-Profit or Industry Organization:

There is no better way to practice your brand than at a non-profit or industry organization. They are always looking for volunteers, and it often provides an opportunity to expand into areas of interest identified in your branding research. In fact, it is often seen as an executive's training ground. *According to Deloitte, 91% of Fortune 500 HR managers said that "volunteering knowledge and expertise to a nonprofit can be an effective way to cultivate critical business and leadership skills."*⁷ And it is a non-threatening way to rehearse "Branding Yourself" in real life circumstances.

5. Social Media Presence:

Big time if you are serious about "Branding Yourself."

It is my hope that any of you, who have decided to establish a social media presence, thought about your future and "Branding Yourself" before signing up online or typing in your first word on any site.

I'm sure all of you know by now that companies in today's marketplace are not only assessing you based upon your resume, and those who are praising your expertise; they also are viewing your social media presence well before they ever meet you. Kevin O'Leary of SharkTank says:

“Every time I look at hiring somebody, I go and gather their digital footprint from every source I can get. Most companies now, mine included, employ people who specialize in just watching what’s happening on all the platforms.”⁸

We all know personally the horror stories of some highly skilled, competent candidates who never got called in for an interview because of their *less than stellar postings*. I hope you are not one of the up-and-comers who shot themselves in the foot already.



If you believe social media isn’t for you, I encourage you to rethink your position. We’re in a global work environment where *all CEOs of the Fortune 500 are on LinkedIn and leveraging social media for their own Executive Branding efforts.*⁹

Let’s just look at Michael Dell, Chairman, and CEO of Dell as an example. He’s...

“taken the virtue of LinkedIn and used them to propel forward. His own extensive network (around 20,000 first level connections) allows him to stay connected with partners and clients around the world. He can update them instantly and simultaneously with statuses, access crucial information at the drop of a hat, and organize meetings based on travel schedules with ease.”¹⁰

I'm thinking if LinkedIn works for Michael Dell you ought to think about jumping in yourself.

Social media is simply too powerful and ubiquitous to employ or play with lightly. The upside is that social media is the perfect environment to introduce your brand. The downside is it can also be the destruction of a career.... You decide whether it reinforces or damages your career by how you choose to use it.

As you post pictures to Facebook, LinkedIn, Google+ or make comments on Twitter or any of the other mobile social media sites, think.... Does this represent my brand in the highest light? It is that important for your career.

Just think about it. Top leaders all hire social media experts to post comments and manage their social media presence. If these leaders all believe paying someone big bucks to elevate their social media is

the price of doing business, it is worth your while to put some time and strategy into it as well. It is almost irresponsible not to do so!

You have developed your brand. Start using it by introducing it in the social media arena by posting comments, thoughts, and content that characterize you. You will be touching far more people than you do in your face-to-face encounters, so this is no small matter.

How can I verify my branding is authentic?

Consider your brand. Is it working for you in every area of your career?

Imagine creating a “spirit level” or as it is more often referred to by carpenters, a “bubble level” for your brand. Carpenters, stonemasons and surveyors use this instrument to verify the accuracy of the foundation they just created. This ensures what the building will stand the test of time and not crumble because of inaccurate underpinnings.



Translate this “leveling” concept into your work day will enable you to forge a “brand” that will stand the test of time. Ask: Where does my “brand bubble” fall on this posting and picture; or corporate project or presentation or customer meeting or

a conversation with my boss? Is the “brand bubble” smack dab in the middle of the two lines of awareness—too little and too much? Am I in the space I created for myself through branding? Have I tied my brand to the strategy and bottom line of the organization? Erring on the side of caution never hurts in the long run.

The only way you can get it right is by making fine-tuning adjustments to your “Branding Yourself” statement, so it fits you and your organization. None of us can travel the “hero’s path” rather a successful, long-term, dynamic career requires a collaborative endeavor to *Raise Your Influence and Become a Compelling Leader in Your Workplace*. Your brand and career prosper as others believe in you.



So, leap into your “Branding Yourself” and create the dynamic career you have always longed to generate!

As you leap into “Branding Yourself”, you will discover something magical occurring. Your career will gain momentum as your organization identifies you as a high-potential executive, you will have more information at your fingertips, you

will be more sought after, and you will have more influence.... and much, much more.

Success and enjoy always,

Nancy

P.S. If you enjoyed this special **FREE** eBook and are interested in pulling away from the pack, then you'll like this too.

I see you're looking to improve your influence and visibility in the organization to achieve greater status.

And I'd like to help you do that.

If you're interested in booking a quick 10-Minute Call with me to see if I can help you, please click the link below.

There is absolutely nothing for sale.

I am simply seeing if I can help you.

Are you interested? Click the link below:

www.nancyfredericks.com/10

Who is Nancy Fredericks?

She is a preeminent **business executive strategist, author and thought leader**. Corporations like Johnson & Johnson, PepsiCo, Adobe and Transamerica have retained her to optimize individual and organizational performance through her strategic coaching, developmental programs, keynote speeches and insightful business writings.



For the last thirty years, she's been a gifted coach who partners with executives to produce sustainable, powerful results. Nancy's speeches and developmental programs are interactive, content rich, powerful and provocative as she draws on her extensive consulting background with Fortune 500 companies as well as years of leading developmental programs for organizations around the country. As one client said, *Nancy generates lightning throughout the room.*

Client endorsements regarding NFI:

I've come to realize that I am in control of my own career path, and that I can do many things to promote myself within the company. More importantly, I've realized that I do need to 'coach myself.' No one else is going to do that for me. The change comes from within. I credit this change to Nancy, who has given me the tools to coach myself to the top. Corporate Counsel, Fortune 500 Pharmaceutical Company

After speaking with Nancy, I identified the major internal barriers to my success, created a plan of action, and made some important self-discoveries. The biggest of those self-discoveries was realizing for the first time how much influence I have, how to effectively leverage what I influence and how doing so created opportunities for me and also for my company. I have finally hit my stride at work and feel engaged at a whole new level. I highly recommend you hire Nancy if you're looking to create massive change in your organization. Head of Corporate Strategy and Support, Financial Industry

For the second time in a year, my company is being acquired. With Nancy's support, training and wisdom, I now look forward to going into work and feel engaged at a whole new level. I am able to navigate the changing business environment while focusing on my continued career development, because of Nancy's coaching. Implement Nancy's advice and it will transform your life and your business. Senior Manager, Pharmaceutical Industry

Nancy's insights on people, corporate culture, gender intelligence, and personal development strategies have been very beneficial to me and in turn, my company. I would highly recommend Nancy as strategic coach to anyone looking to increase their personal effectiveness. COO, Electrical Manufacturing Supplier

¹ Tom Peters—More on Brand You—Introduction to Brand You Concept

<https://www.youtube.com/watch?v=m4G9EklwIw>

² Article: Personal Branding Is A Leadership Requirement, Not a Self-Promotion Campaign, by Glenn Liopis, Forbes, April 8, 2013, <http://www.forbes.com/sites/glennliopis/2013/04/08/personal-branding-is-a-leadership-requirement-not-a-self-promotion-campaign/>

³ Article: Personal Branding Is A Leadership Requirement, Not a Self-Promotion Campaign, by Glenn Liopis, Forbes, April 8, 2013, <http://www.forbes.com/sites/glennliopis/2013/04/08/personal-branding-is-a-leadership-requirement-not-a-self-promotion-campaign/>

⁴ Article: Personal Branding Is A Leadership Requirement, Not a Self-Promotion Campaign, by Glenn Liopis, Forbes, April 8, 2013, <http://www.forbes.com/sites/glennliopis/2013/04/08/personal-branding-is-a-leadership-requirement-not-a-self-promotion-campaign/>

⁵ Gallup, State of the American Workplace, 2013, page 46.

⁶ Gallup, State of the American Workplace, 2013, page 48.

⁷ Article: *Why Volunteering is Good for Your Business*, Michael Haberman

⁸ ABC's 20/20, March 27, 2015

⁹ Article: *What is Executive Branding*, J.T. O'Donnell

¹⁰ Article: *Connect with Business Leaders: LinkedIn is the Fortune 500 Exception*, Lori Ruff