

Marketing Yourself: Establishing Your Brand

Laurie Douglas
Jo Ellen Moore
Ninoska Clarkin
Mary Ann Gates



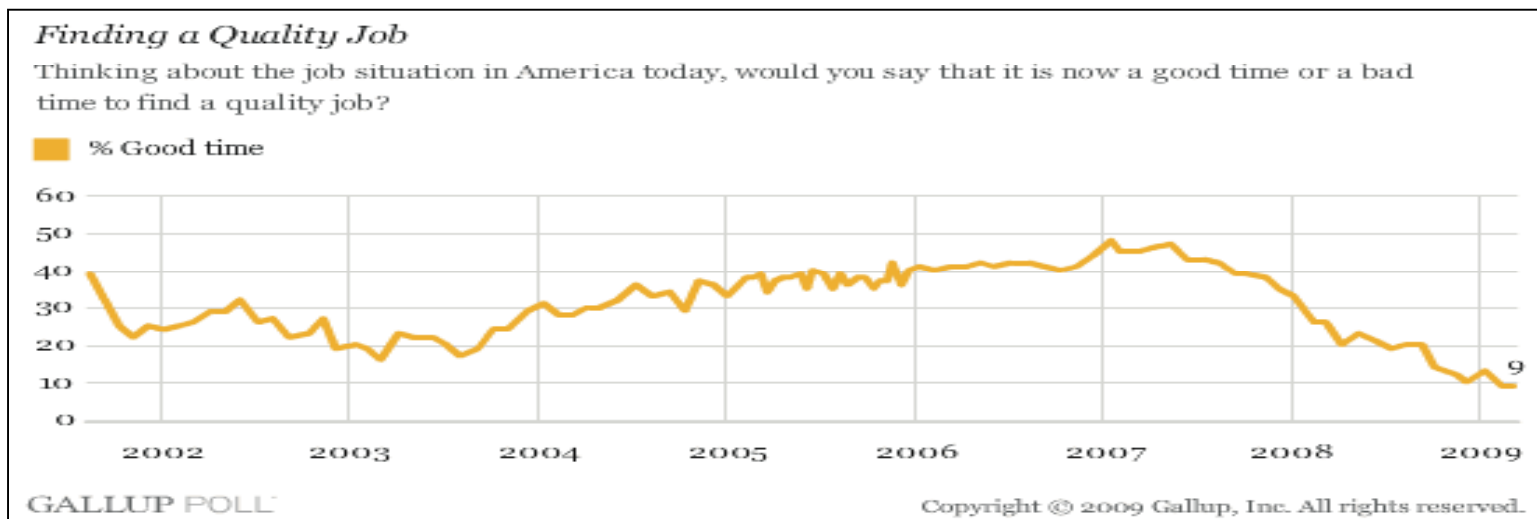
Session Objectives

- Learn Why Marketing Yourself Is Important
- Understand What Makes Up Your Brand
- Know What Companies are Looking for in a PM
- Learn Project Manager and Executive Attributes
- Tips to Make a Name For Yourself in Project Management
- Brand 'You' Enhancement and Management

Why Is Marketing Yourself Important?

In the Current Economy...

- Millions are looking for work
- Those lucky enough to be employed must demonstrate value to their company
- The value of a strong reputation and image (brand) is crucial to your success



What Is a Brand?

An individual's brand includes their:

- Knowledge
- Experience
- Interactions with others
- Body, clothing, appearance

This leads to a unique indelible impression on others

***What Does Your Personal Brand
Say About You?***

Your Brand

“You already have a brand, whether you know it or not. What you need is a clear brand management strategy.”

-Blaise James, Gallup global brand strategist-

Less than 2 minutes:

- The time it takes most people to form an opinion about another individual

Months or years:

- The time it takes to change someone’s opinion of you

Your professional brand should be more than an elevator speech, self-help jargon, or a couple of positive corporate buzzwords....

What Companies Look for in a Project Manager

- Functional Domain Expertise
- Leadership Skills
- Intellectual Capability
- Operational Knowledge
- Ability to Influence without Authority
- Strong Interpersonal Skills
- Problem Solving Skills
- Knowledge of Best Practices and Processes
- Ability to Quickly Master New Technologies and Business Processes
- Past Project Management Success

Your Brand Should Change as You Move from PM to Executive

Project Manager

- ✓ Thinks Tactically (but has a project vision)
- ✓ Focuses Project with Defined Timeline
- ✓ Manages Time-Boxed Scope, Schedule, and Budget
- ✓ Leads Teams

Executive

- ✓ Strategic Thinker (Visionary)
- ✓ Operationally Knowledgeable
- ✓ Facilitates Ongoing Change
- ✓ Politically Savvy
- ✓ Leverages Financial Acumen
- ✓ Inclusive
- ✓ Empowering
- ✓ Steward

What Is Your Brand as a Project Manager?

What Makes You Different?

What is your Feature-Benefit Model?

How Do You Market Yourself?

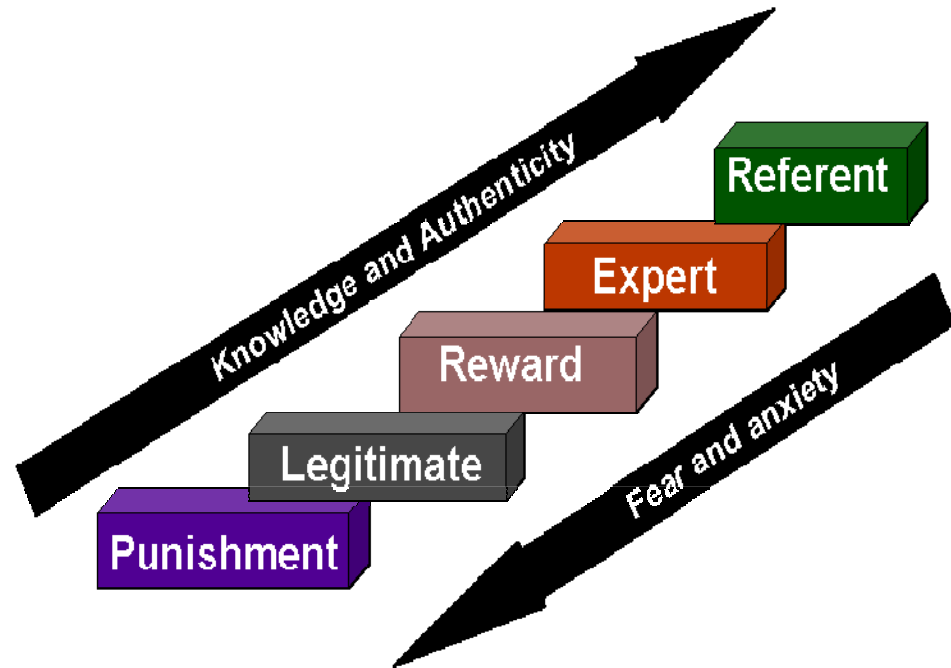
Are You “Loyal”?

*“The longer I live the more I realize the impact of attitude on life.
We have a choice everyday regarding attitude.”*

Make a Name For Yourself in Project Management

Remember the 5 bases of power you learned about in school?

1. Punishment
2. Legitimate
3. Reward
4. Expert
5. Referent



Make REFERENT Power Part of Your Brand

Develop trust so others will have high regard and great respect for you

Motivate others to want to meet your expectations

“I’m going to stay late and finish this before morning because I know Jo Ellen needs it. She works hard for this team. I don’t want to let her down.”

“Jo Ellen is pushing for this. She has a reputation for doing what’s best for the company, so let’s do what we can to help.”

Referent Power = *a reputation of INTEGRITY*

Adding INTEGRITY to Your Brand

Make a reputation of integrity part of Your Brand

A few Neal Whitten-isms to guide you in this. . .

Don't complain.

It is not about the ability of those around you to lead.
It is about your ability to lead in spite of what is
happening around you.

Don't wait.

If it is to be, it is up to me.

Quickly escalate issues that are at an impasse.

Escalation is not personal. It is about doing what's
right – whatever that is.

Adding INTEGRITY to Your Brand

Avoid doing nothing.

If you are doing nothing about “it”, you are doing the wrong thing.

TAKE ACTION! If unsure, ask a mentor or supervisor for advice.

Just do it.

Organizations don't have a defined change control procedure? Develop one for your project and use it.

Organizations don't have a formal escalation process? Show them how beneficial it can be, by just doing it.

Adding INTEGRITY to Your Brand

YOU, Project Manager

Removing Obstacles for Your Team

“the blocking fullback or the pulling guard who specializes in downfield blocking”

Check your ego at the door

It is not about YOU.

It is about the task, the sponsor, the client, the company, the project.



Next Steps: Be Proactive in Defining Your Brand

1. Write your mission statement.

Is the feedback from your 'user group' consistent with your mission?

2. Put together your own 'user group'

Insist on honest, helpful feedback on your performance, your growth, your value.

3. Refine your professional image, performance, message, and development plan.

Make the needed changes. No excuses.

Your Future Is Within Your Control

Next Steps: Responsible Brand Management

No matter what you're doing today, there are four things that can get you going in the right direction!

1. Be a great teammate and supportive colleague, including acquaintances
2. Be exceptional at something that has real value
3. Be driven by with delivering pragmatic outcomes
4. Be accountable as a Project Manager in meeting and/or exceeding expectations

Your Future Is Within Your Control

Questions and Answers

