



Building and Promoting Your Professional Brand

Tuesday
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2022

Your Host Today...



Imrah Mughal

Career Development & Experience Analyst

Antoinette Oglethorpe

>25 years of experience
developing leaders in the
Private Sector and now
consulting with the UN
System

- Speaker and Author on
Talent Development
- Professional Career Coach
and Counsellor

“[Career Conversations] provoke reflection insight, ideas and action. They keep the focus on the employee while helping them see things differently. And they encourage them to take ownership of their own development. They help them recognize possibilities.”

Antoinette Oglethorpe in “It’s Good to Talk - A Practical Guide to Have Career Conversations in the Workplace.”



Poll

HOW DO YOU FEEL ABOUT PROFESSIONAL BRANDING AS A STRATEGY FOR DEVELOPING YOUR CAREER?



I love the idea



I like the idea



I am indifferent to it



I don't like the idea



I hate the idea

Learn how you can develop
your professional brand
without pretending to be
something you're not.



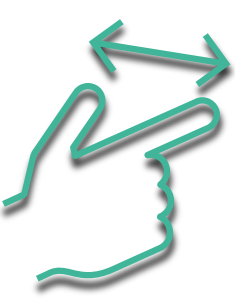
What we'll cover in this webinar



What do we mean by Professional Brand?



How to get clear on your professional brand



Strategies for managing the reputation you wish to create



What do we mean by Professional Brand?



Question

How would you define Professional Brand?

PLEASE TYPE YOUR ANSWERS INTO THE CHAT BOX



Empowered lives.
Resilient nations.



"Personal Brand is how
people describe you when
you are not in the room."

Jeff Bezos, the CEO of Amazon



Professional branding
is aligning how
others see you with
the real you



A woman with blonde hair tied back, wearing a blue textured sweater, is seen from behind, looking at a computer monitor. The office environment includes a desk lamp, a calendar showing '12 52', a potted plant, and several framed pictures on the wall.

73% of recruiters
research candidates
online

90% of people trust recommendations
from others



100% of you have a professional
reputation to protect





How to Get Clear on Your Professional Brand?



Not **It's** all about **you**

Unique

Promise

Value



**Don't try to
be unique.
Just be
you-nique.**







A Strong Professional Brand is:

Clear

Consistent

Constant

Steps to define your Professional Brand



Step 3. Make it authentic

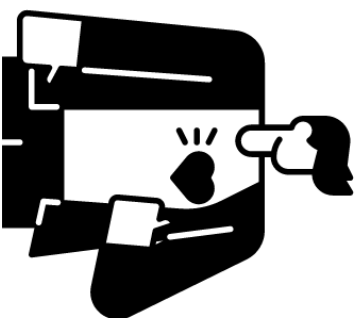
Step 2. Craft Your Professional Brand Statement

Step 1. Define what you stand for

Define what you stand for



Your strengths

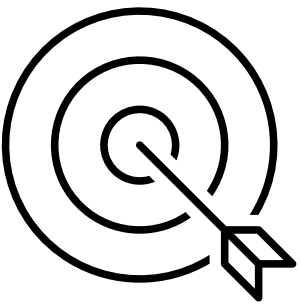


Your values and passions

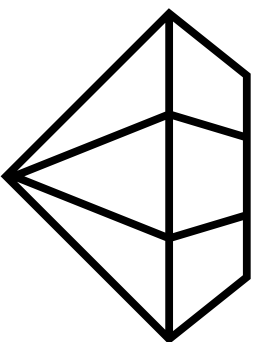


Your key traits

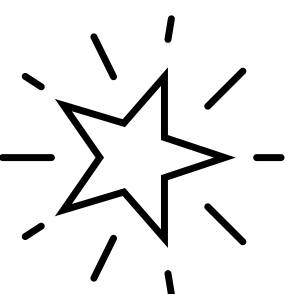
Craft Your Professional Brand Statement



Your target audience



The value you offer



What makes you
different to others?

Professional Brand Statement Template

I'm a [INTRODUCE YOURSELF]. I help
[SPECIFIC PEOPLE] to [VALUE OFFERED].

Example Professional Brand Statement

"I run a professional training and coaching company. We have created unique models, tools and templates to help managers and employees have meaningful conversations about progression and development."

Example Professional Brand Statement

"I'm a Career Management Specialist. I support employees in UNDP to develop their careers. I am passionate about empowering employees to take ownership of their professional development. My goal is to promote a self-driven and continuous learning culture at UNDP."

Example Professional Brand Statement

"I help promote gender equality and the position of women worldwide and to combat gender-based discrimination and violence. I do this by giving speeches and delivering training workshops as well as giving advice on advocacy. My passion is to make a concrete difference for people in a vulnerable position."

Make it authentic

What do you want to be known for?

What do you want people to think of when they hear your name?



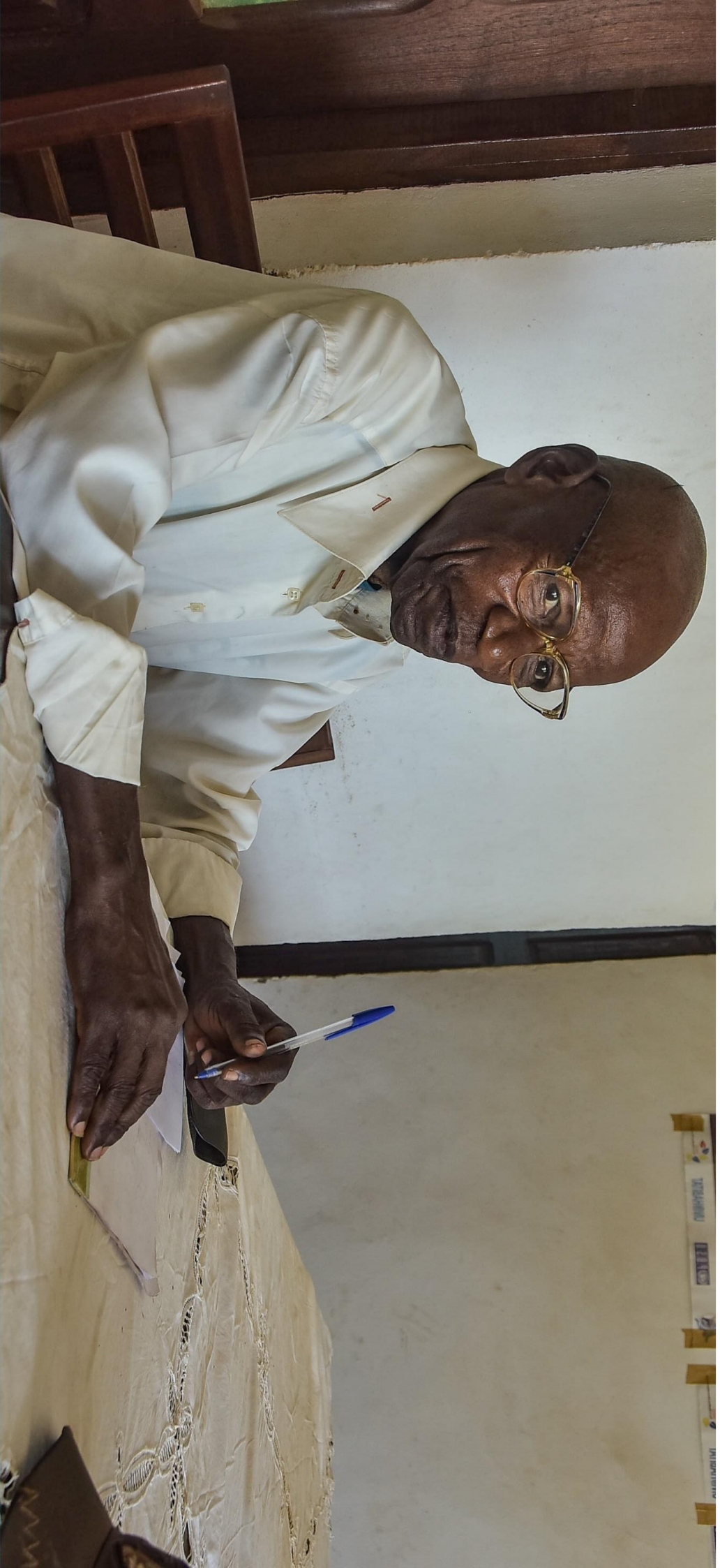
Empowered lives.
Resilient nations.



Reflection



Which 3 words would you like
people to use when they describe
you?



Strategies for managing the reputation you wish to create

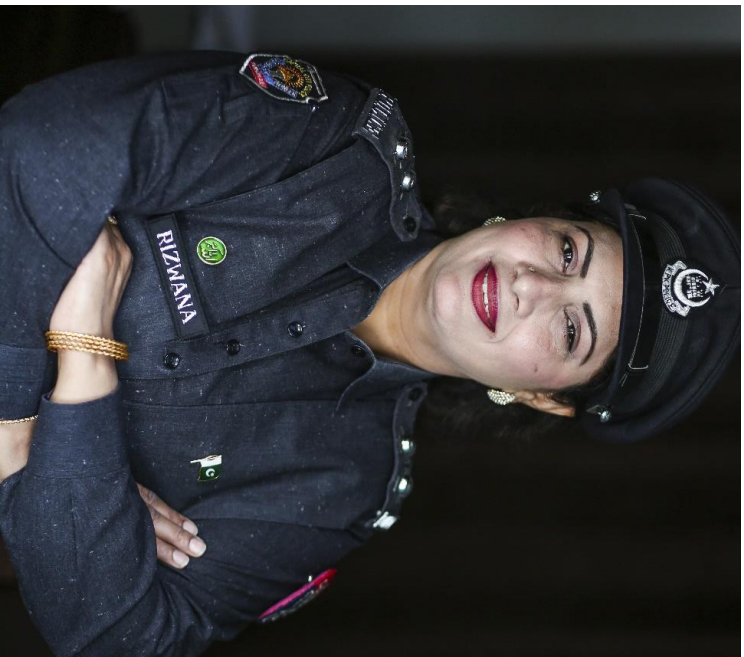


Question

Do you know what your reputation is at work?



Definition of Reputation



Reputation is defined as:

- The beliefs or opinions that are generally held about someone or something.
- A widespread belief that someone or something has a particular habit or characteristic.

Perception is reality



Reputation is created by

- A single powerful defining act
- A particular way of behaving
- Things you do or have done
- A conspicuous way you have of dressing, acting, speaking
- Particular qualities
- Your presence and charisma
- Accoutrements and other things that are associated with you



So, what reputation do you have among people whose opinion matters to you?



- Do people know who you are?
- Do people know what you do?
- What do they associate with you?
- What words would they use to describe you?
- Why do they see you as they do?
- When they think of you or hear your name, what things/ideas/ thoughts jump into their minds?

Email requesting feedback

You are all good friends of mine who have also known me in a work context. Some of you have known me for ever and some of you have got to know me relatively recently but you all have opinions I value. So my question is this. When you think of the work Antoinette Oglethorpe (as opposed to the chardonay swigging one!), what do you think of? You don't need to give a lengthy answer, I'd just be interested in the two or three words that come to mind. If this all sounds too hard or you just don't want to be put on the spot, don't worry. But any thoughts you're happy to share would be a great help.

Antoinette Oglethorpe

actor-oriented adaptable approachable articulate business-focused collaborative committed conscientious creative credibility delivery
determined development driven dynamic effective empathy **engaging** entrepreneurial **excellence**
experienced flexible focussed fun generous goal-driven humour integrity
intelligent open-minded organised perceptive persistent positive practical
professional quality quick-witted reliable **resourceful** results-orientated **smart**
sparkle strong supportive trustworthy unique uplifting versatile

Managing Your Reputation



1. Do things, tell people
2. Be helpful, not boastful
3. Manage the impression you make, don't mask it



Four strategies for managing your reputation

Personal contact

Publishing content

Public Speaking

Publicity

Personal contact

Build Relationships with the Right People

Network both inside and outside your organization



Network offline at key industry conferences and events

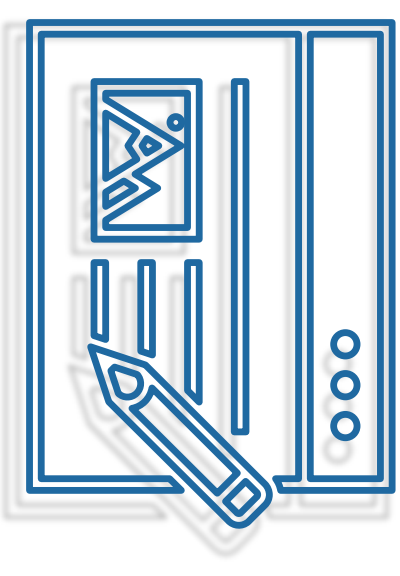
Network online through social media, groups and forums

Publishing content

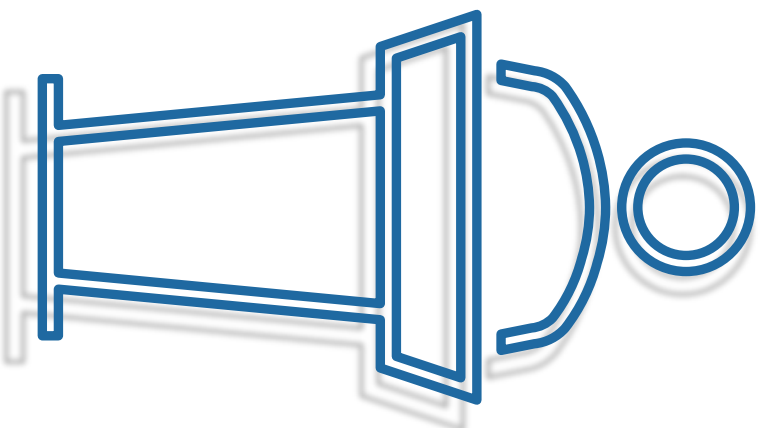
Personal/Company Blog

LinkedIn Pulse

Guest posts/articles



Public Speaking



Publicity

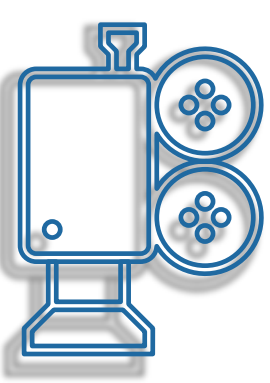
Establish and manage a presence on socials networks

Professional headshots

Get Your Social Media Profiles in Order

Choose your associations wisely

Post Content Consistently





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Reflection

Which of these four strategies would be most helpful to you to raise your profile and manage your reputation?



What remaining questions do you have?

Thank You!



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Resilient nations.*

For any further questions, reach out to us on:

E-mail: career.development@undp.org

Yammer: Career Development & Experience

Or visit our intranet page on:

<https://undp.sharepoint.com/teams/TalentDevelopmentHub>