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PODCAST NOTES

Topic: Personal Branding
Defining Your Personal Brand and taking control of the message you want to convey

Moderator: Wanda L. Curlee (Speaker, Author and Coach)
PM POWERED, LLC
www.wandacurlee.com

Guest: Nathalie Gregg (Brand Strategist, Author and Trainer)
Nathalie Gregg Consulting
www.nathaliegregg.com

Setting the Tone

How can we get women out in forefront? *Reference: Sheryl Sandberg*

- These are some of the things that women are up against
- This is how we start the conversation to be more viable in leadership roles

Taking Control of Our Personal Brand

1. Help men understand
2. Get visibility to the C-Suite or Circle of Influence

What goes into a Personal Brand and What Makes It Strong?

1. Identify the 3 to 5 words that define you
2. Identify the kind of culture you thrive in
3. What is your Vision
4. What do you want your Outcomes to be?
5. What do you want to be Known for?
 - Are you the fastest
 - Are you results-oriented
6. Where do you place your value?
 - Is your value in Strategic Partnerships?
 - Is your value in Communications?
7. Adopt a #Hashtag
8. Prepare an Elevator Pitch or Statement that describes You
 - Do you forge strategic partnerships?
 - What do you deliver
9. Take control of the message that you want conveyed about yourself
 - Introduce yourself
 - --Ensure others that introduce you know your elevator pitch



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Why Do I Need to Have a Personal Brand?

1. Building a personal brand helps people to better understand and identify with communicate with you.
2. Build your confidence
3. Build your platform
4. Build your audience

Brand Self-Test

1. Approach 3 to 5 people that have known you for different amounts of time -- Ask them
 - When you see, or hear my name -- What 3 to 5 words come to mind?
2. Record the words
3. Sit down with a mentor or trusted advisor to determine:
 - Do I want to be known by these 3 to 5 words? -or-
 - Do I want to expand my brand and pull in other words?

Handling negative Responses/Feedback when you get a "No"

1. Don't take it personal
2. Ask that person "How can I help you to help me get to a "Yes"?"
3. Determine if the culture and/or the ethics of the person or company are aligned with your personal values and characteristics.

Notables

1. Stiletos are a Frame of Mind
2. #LeadLoudly is the Battle Cry for Women to be "Bold, Confident and Fearless"
3. Mentoring and Sponsoring are 2 different things