

Your Personal Brand - It's As Unique As You Are!

by Diane Baranello, Coaching for Distinction

This spring, EOC is thrilled to welcome back Diane Baranello to our Job\$mart Career Hour series. In anticipation of her March 18th Job\$mart "Stand Out: Building Your Personal Brand" event, we asked Diane to share her thoughts and expertise on Personal Branding.

Personal branding continues to be a hot topic not only for students in the early stages of crafting their careers but also for mid-career professionals and seasoned executives. Everyone seems to *get* the nucleus of personal branding ... find your niche, stand out from the crowd and build a reputation on what you do extraordinarily well. It's not that complicated. *Or is it?*

Like anything we tackle for the first time, it pays to begin at the beginning ... stretch before exercise, warm up vocal chords before singing, outline your story before writing a novel. So, building a personal brand begins by stepping back into your early days and considering what came naturally to you when you weren't afraid of failure and you simply went for it ... walking, talking, riding a bike, playing ball. Everything you've ever done, said, learned ... has become part of your identity and your reputation. Along the way, how you've chosen to dress, speak, enter a room, ask a question, give advice ... has branded you. Each and every day, the image you portray, the words you use to express yourself, how quickly or slowly you speak, your body language ... all become part of your brand. Awesome, isn't it?

The point is ... you need to take control of your brand because it speaks for you and it's a powerful tool. Begin by acknowledging you are a unique individual. No one in the world is exactly like you. Your brand is like your DNA or your fingerprint ... it's uniquely yours. As the architect of your personal brand, start with the foundation and ask yourself what are the pillars on which I will build? What core values do I stand for and how do I communicate these to others? On this you build your brand.

You may do many things well but, chances are, you do a few things extremely well. What are they? Once you've drilled down to the one or two things at which you excel, there will still be competition. There will likely be others who can match your education, your experience, your ability. Sounds like a stumbling block, doesn't it? It doesn't have to be.

Remember that unique fingerprint that sets you apart? Think about it whenever you doubt yourself. Use it as a reminder that we each have a unique spark, a personal energy, an incomparable history or point of view that sets us apart. Instead of trying to create a brand by copying others, begin by digging deep into your personal archives to uncover your authentic self and speak with pride about what you stand for and what can be expected of you.

// Three words to keep in mind as you take the personal branding journey ... clarity, consistency and distinction. If you build your brand on who you genuinely are, you'll never be at a loss for words and your brand will speak for you.



Come see Diane speak at Job\$mart, where she will share her thoughts and advice on personal branding!

Job\$mart Career Hour: *Stand Out: Building Your Personal Brand*

Tuesday, March 18th at 12:45pm – 2:00pm

Newman Vertical Campus, Room 14-245

No RSVP necessary for valid Baruch ID Card holders, all others please RVSP to executivesoncampus@baruch.cuny.edu by noon on March 17th

Diane Baranello, Principal of Coaching for Distinction, is an experienced personal branding/career coach, speaker, facilitator, Board Member with New York Women in Communications and former global Training Director for Citi's Private Bank. She coaches seasoned executives, emerging leaders and mid-career changers to develop new career strategies, build a unique brand and a memorable pitch, and communicate with confidence.