



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Interpersonal Skills—**

Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

- **External Awareness—**

Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect area of responsibility.

- **Professionalism—**

Projects an image of maturity and integrity that creates credibility.

RELATED COMPETENCY CATEGORIES:

- **Influence—**

Consistently directs situations and inspires people for an all-win environment.

- **Initiative—**

Proactively makes things happen. Evaluates self and others to take positive corrective action. Is self-disciplined.

Networking to Build Your Personal Brand

SUMMARY

Personal branding is the message you send and the message that others receive about you. How do you want to stand out from the crowd and have people remember you? Do you want to be known as a problem solver, an outstanding team member, a diplomatic change agent? Do you want to be perceived as polished, professional, and friendly? For others to receive your intended message, it must be genuine and authentic.

CONTEXT

A poll by Inc.com found that 48% of their readers believed that personal connections are the primary factor that most often leads to getting ahead in an organization. Developing your personal brand is critical to building your network. Personal branding gives you an edge to make an outstanding impression. A personal network is an excellent source of information and ideas about events, trends, opportunities, and industry news.

In this module, you will look at how to strengthen your first impression, develop a *Personal Branding Statement*, and build your relationship skills to add to your personal and business network.

At the completion of this module, participants will be able to:

- Make a stronger first impression when building their professional network
- Make the most of professional connections
- Develop a flexible and authentic Personal Branding Statement
- Use the relationship linking technique to add to their network

"Your network of friends, colleagues, clients, and customers is the most important marketing vehicle you've got; what they say about you and your contributions is what the market will ultimately gauge as the value of your brand. So the big trick to building your brand is to find ways to nurture your network of colleagues -- consciously."
—Tom Peters