

# TRANSFORMATIONAL BRANDING GUIDE



## **Building Your Brand and Creating Your Future**

Thank you for attending the Women in Marketing webinar with the AMA community. As most of us are working from home in isolation, and with no clear end in sight, I am grateful we had an opportunity to connect in this way.

No one could have predicted, or prepared for, how much Covid-19 would disrupt our personal and professional lives. People in every industry have been directly impacted due to job loss, restructuring and reassignment. Now, more than ever, we need to be intentional about who we want to be professionally and design the steps to get there.

I hope what I share in this short e-book will stimulate your thoughts and actions in new ways. Also, I would love your feedback! What worked well? What did you learn? How can I support you as you move forward?

In that vein, I do consistently post powerful ideas, creative solutions and other resources for career transformation on LinkedIn. Connect with me there!

<https://www.linkedin.com/in/jennymfernandez/>

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For additional resources and to sign up for relevant updates, visit [www.jennymfernandez.com](http://www.jennymfernandez.com).

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### **Jenny M Fernandez**

Jenny Fernandez is a Marketing Strategist, Executive Coach, Start-up Advisor and Marketing Professor at Columbia and New York Universities. With over 20 years of experience managing, launching and growing brands, Jenny brings incredible expertise in the fields of marketing, strategic growth and leadership transformation. She has managed multi-million-dollar businesses in Mondelez International, Kraft Foods, Accenture, Merlin Entertainments, and Locker USA. She is a consumer-obsessed storyteller, passionate about humanizing data and analytics to drive breakthrough ideas that deliver on customer needs. She is an agile marketer, proven Leader, collaborator, and coach, great at building high performing teams & developing talent. She speaks in engagements and moderates panels about transformational branding, leadership topics, marketing and business growth. Her unique perspective was shaped by her academic background in Applied Mathematics & Operations Research at Columbia University and her Marketing, Strategy & Managing Organizations MBA from Northwestern's Kellogg School of Management.

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This **Transformational Branding** guide provides a framework along with some practical techniques and recommended resources you can use to reassess, design and execute a strong path forward to build your personal brand... but how?

- How do I identify what my personal brand says about me today?
- How do I determine who I want to be three years from now?
- How do I become the optimal candidate to achieve this?
- How do I proactively build the right network and relationships?
- How do I improve my agility to adapt to change and become disruption-proof?

## In this document you will find...

- A Framework for the 8 C's of Transformational Branding
- 15 Reflection Questions to raise your Self-awareness
- 2 Activities to increase your branding knowledge
- 20 Resources to help you work on your mindset, brand and leadership

## 8 C's of Transformational Branding

### 1. Coaching

Get to know yourself through Coaching. You can coach yourself or partner with a professional coach. The process of coaching involves asking powerful questions.

Your brand is your reputation. It's what people say about you when you are in the room or behind closed doors when is time for assessments, new opportunities or promotions.

Reflection Questions - Ask yourself:

- What am I known for?
- What is my super power?

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## 2. Curiosity

Develop a Growth Mindset. “Create and nurture a love of learning... this generates resilience which is essential for great accomplishment.” (Carol Dweck, PhD).

Technology breakthroughs are driving change at a rapid pace. You need to be flexible and adaptable. You need to see change before it happens. To do this, you need to constantly focus on growing and improving.

Reflection Questions - Ask yourself:

- What do I need to learn to develop my brand?
- What books should I read, podcasts should I listen to, etc? See resources section!

## 3. Confidence

Develop a Winning Attitude. Attitude changes behavior, behaviors lead to action, action creates results and enhanced performance. This is a winning virtuous cycle. “Fake It ‘till you Become It.” (Amy Cuddy, PhD).

Once you BE IT, then you GET IT (the title, the executive job, the expert recognition, etc). Fight the imposter syndrome and remove any voices of self-doubt. Project confidence in any situation and master the delivery, and storytelling of your brand.

## 4. Challenge

Push through Your Comfort Zone. Say YES to new opportunities. This means you need to learn by doing. The more practice you have taking on new opportunities, the more comfortable new challenges become. We can’t sit still. “The price of inaction is far greater than the cost of a mistake.” (Meg Whitman).

Reflection Questions - Ask yourself:

- What new opportunities will I pursue?
- How can I stretch beyond my comfort zone?

## 5. Courage

Play a Big Game. Show up and go after bigger opportunities. Once you have conceptualized your brand vision and your next milestone, do a gap analysis and determine what’s missing from your experiences, resume and LinkedIn Profile.

Reflection Questions – Ask yourself:

- Do I have the right skills?

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- What's in my personal branding toolkit?

“What Got you here Won't Get you There.” (Marshall Goldsmith, PhD).

We need to continuously re-build our toolkit to be relevant. We need to a) have the right knowledge and skills, b) speak the right lingo/language and, c) build the right relationships for our network.

## 6. Credibility

Gain social proof to mitigate risks. Like any brand, we need to instill trust in others. What do others say about you? Do they trust your value proposition? Psychologist Robert Cialdini, PhD wrote the book *Influence* and coined the phrase Social Proof.

Human beings often default to cues from others to make decisions about unknowns. We don't have the mental capacity to apply a complex analysis to every question or problem presented to us. We need shortcuts to help us assess and make fast decisions.

Reflection Questions - Ask yourself:

- Does my resume have the right key words to pass ATS (applicant tracking system)?
- Does my LinkedIn Profile have the right credentials, experiences, brand associations and connections to attract recruiters and hiring managers?

## 7. Community

Build your network. However, rethink HOW you build your network. Typically, we talk to people who look like us, think like us and who work in our company, department, and field. As a result, we often end up in silos. This is especially detrimental if you are looking to grow your career, take stretch assignments or craft a path outside your company. You must connect with people who are different than you, work in different functions, companies, or geographical locations. These can fill the gaps and cover more territory to expand your reach.

Reflection Questions - Ask yourself:

- What areas, fields, industries am I interested in? Are these represented in my network?
- What companies do I admire? Do I have a professional relationship with anyone who works there?

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Another great insight about networking is that you must network as a giver, not a taker. In *Influence*, Cialdini also states that reciprocity is one of the strongest weapons of influence. When we do favors for others they naturally seek opportunities to reciprocate.

Reflection Questions - Ask yourself:

- What value can I provide this person (not what I can ask from them)?

## 8. Conversation

Contribute to the discourse. Even if you work in corporate America, you have a voice. Your voice is your own, not the company's. Your voice is a powerful tool to build your brand, share your knowledge and contribute to others.

Reflection Questions - Ask yourself:

- How am I spreading knowledge?
- How am I adding value?

Ways to add value include curating content in LinkedIn (i.e. books/articles reviews, etc), creating your own content such as writing a blog, hosting a podcast, doing a webinar, etc. Find a way that is authentic to you, suits your schedule, and fits your personality (introvert or extrovert). This is a great way to build your brand and your expertise.

Please note that building your brand as an expert in a subject area is not done overnight. It takes commitment and consistency. Play the long game.

## Transformational Branding Activities

### 1. Personal Branding Assessment: What does your brand say about you?

- If you don't know, ask 3-5 people who know you well
- Here's a simple script:

*"I am doing a personal branding assessment and I wanted to reach out to you as I trust you and value your honest opinion. What are the 3 words that you think best describe me?"*

- Review and compare the answers you get back.
- Did you get the feedback you expected? Is there a mismatch?
- Identify what areas you need to work on to build your brand.

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2. **Relationship Assessment:** Find below the 5 “MUST HAVE” relationships. Look at your close network and identify which relationships you have covered and where there are gaps.
  1. Mentor: Knowledge transfer. An experienced and trusted adviser who has gone through the same career journey.
  2. Sponsor: Powerful ally, often behind closed doors who will look out for you during key discussions such as promotions, stretch opportunities, etc.
  3. Subject Matter Expert: Thought leader expert who can validate and support your work.
  4. Collaborator/Partner: Peer ally to elevate each other’s work (reciprocity!). This is critical at work and externally to gain social proof (i.e. LinkedIn).
  5. Mentee: Keeps your learning fresh. Also, the best way to master something is to teach it to someone else.

### Resources

#### Books

- [\*Never Eat Alone\*](#) by Keith Ferrazzi – Networking
- [\*Daring Greatly\*](#) by Brené Brown – Vulnerability/Courage
- [\*Influence\*](#) by Robert B. Cialdini – Influence/Persuasion
- [\*Future Proof\*](#) by Diane Wu-David – Future of Work
- [\*What Got You Here Won’t Get You There\*](#) and [\*How Women Rise\*](#) by Marshall Goldsmith – Leadership/Coaching
- [\*Reinventing You\*](#) by Dorie Clark - Leadership/Coaching

#### TEDx Video

- [\*The Power of Vulnerability\*](#) by Brené Brown – Vulnerability/Courage
- [\*How Will You Measure Your Life\*](#) by Clay M. Christensen - Legacy
- [\*Your Body Language May Shape Who You Are\*](#) by Amy Cuddy – Executive Presence

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- [Are You a Giver or a Taker?](#) By Adam Grant – Leadership/Networking
- [How to Find the Person Who Can Help You Get Ahead](#) at Work by Carla Harris – Relationships/Networking

### Podcasts

- [The Jordan Harbinger Show](#) by Jordan Harbinger - Networking
- [Unlocking Us](#) by Brené Brown – Vulnerability/Courage
- [The Tim Ferris Show](#) by Tim Ferris - Leadership
- [WorkLife with Adam Grant](#) by Adam Grant - Leadership

### Articles

- [HBR](#)
- [Inc](#)
- [Fast Company](#)
- [Forbes](#)
- [Business Week](#)

What did you learn that was especially interesting?

What area will you work on first?

### ***Congratulations!***

I hope that you have achieved greater perspective on your personal and professional branding, identified some transformational ideas and begun crafting an action plan to achieve your goals.

Implementing the right framework and creating powerful support systems will ensure your ability to weather change (present and future), minimize disruption (and turn them into stepping stones!) to succeed in the long run.

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## **Next Steps:**

Having an exceptional career requires advanced planning, commitment and agility. If you remain committed to improve on those areas you have identified, you will find, and even create, opportunities to improve and achieve greater satisfaction.

Now that you know what you want to work on, create an action plan around one or two areas you want to prioritize (i.e. Coaching, Curiosity, Confidence, Challenge, Courage, Credibility, Community and Conversation).

## **Sample Priority Action Plan:**

- A. Do Personal Brand Assessment (identify 3 people to ask branding feedback)
- B. Create 1-2 years out Brand Vision
- C. Identify Branding Gaps. Brainstorm what steps you need to take to support your brand vision such as
  - Expand your Network
  - Get a Sponsor or Coach
  - Take a Training Course
  - Be more active in Social Media
  - Work on Executive Presence
  - Seek opportunities to present in relevant topics.

I do look forward to connecting and becoming part of your support system and network. As noted earlier, I am active on LinkedIn, regularly posting ideas, solutions and resources for career transformation. See you there! <https://www.linkedin.com/in/jennymfernandez/>