Women’s Advisory Committee For Support Staff

Understanding Your Personal Brand

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Iconic Brands

- Shell
- Starbucks
- Coca-Cola
- Disney
- Nike
- Target
- McDonald's
Fundamental Qualities Of Great Brands

• Offer and communicate a clear, relevant customer promise

• Build trust by delivering on the promise

• Drive their market by continually improving the promise

People Also Have Brands
What Is A Personal Brand?

- Your “position in someone’s mind”
- Your reputation
- Public Image or Character
- The sum total of what you say and what you do
- What people know or hear about you
What do you think your brand is?

What do you want your brand to be?
Strategies To Create Or Enhance Your Brand

• Who is in your network that could support your brand?
• What opportunities are you seeking?
• What are you saying yes to? No to?
• Community engagement and volunteerism
• Resources on campus
  • Women’s Networking Association (WNA)
  • Executive Leadership for Women
  • Business and Bagels
  • HRD Leadership Development Programs
  • Mentorship Programs
• Resources off campus
  • Athena WIN
  • National Association of Career Women (NACW)
  • Inforum
  • Chamber of Commerce
  • Grand River Connection
Final Thoughts