



GOLDSPRING
— CONSULTING —

Your Personal Brand

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What's Your Brand?

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“Your brand is what people say about you when you are not in the room.”

– Jeff Bezos,
CEO of Amazon



What's Your Brand?

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“Don’t let others define who you are,
you need to define who you are and
what your brand represents.”

– Kevin Iwamoto

Why Should You Care?

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- Your behavior is visible instantly (and to a global audience) now - thanks to the Internet & social media
- Today's employers look at how you play out your personal brand on social media; it's not just about your resume and peer recommendations anymore
- Owning a successful brand can mean the difference between struggling to keep or find a job or having employers seek you out



What Is Your Brand?

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“I believe that everybody has a brand, and no matter where you are in your career, you’re smart if you can recognize it, continuously develop it, articulate it to others and most importantly, live by it.

“Your personal brand is a powerful statement about who you are, your work ethic and how you get along with others. Your brand is just as important – if not more important – than your career achievements.”

– Kevin Iwamoto

Start With Your Vision Statement

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- Your brand will reflect your vision statement
- Create a vision statement – a few concise, crystallized sentences that describe your core beliefs or ethics and demonstrate your commitment to practicing those values.
- Your vision statement forces you to be consistent in how you treat others, what you say on social media or to the press, even when making career decisions.



What Establishes Your Brand?

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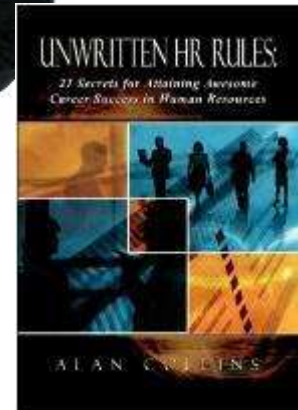
- Authenticity
- Your Word is Your Bond
- Treat People with Respect
- Dress for Success and your brand
- Be Consistent – it takes a while to create and maintain your brand but, you can lose it overnight (Think Ryan Lochte...)

Networking - Step Out of Your Comfort Zone

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“Pulling a good network together takes effort, sincerity and time.”

– Alan Collins,
Author of Unwritten HR Rules: 21
Secrets For Attaining Awesome
Career Success in Human Resources



Networking - Step Out of Your Comfort Zone

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5 of 10 Networking Tips:

- Don't monopolize the conversation, networking is about give and take. Make it a two-way conversation.
- Be sensitive; culturally, gender and lifestyle.

Networking - Step Out of Your Comfort Zone

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- Keep it clean and above the line.
- Avoid debates. Avoid discussing politics, religion and controversial topics that could alienate people.
- Watch your alcohol intake.

Social Media

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- These days there are so many options to participation:
 - Facebook, Twitter, LinkedIn, Snapchat, Instagram, You Tube, etc.
- Use Facebook, Twitter, and LinkedIn at minimum for professional brand exposure
 - LinkedIn: Join Groups, Advance Your Career
- Post judiciously and always with your brand considerations in mind
- Be consistent and regular in content posting
- Build an audience and followers; don't forget the power of #s and the number of groups and members! Those numbers have power.



Social Media

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- The internet and social media – it can work for you and against you – 24/7 & global
- Try to remember this, especially if you're using your mobile phone to post or share and have had a few drinks, are tired and sleep-deprived.
- Have a clear mind before posting anything online and you won't have any unpleasant surprises later.
- Social Media breaks barriers, starts careers and eliminated the Glass Ceiling
- Social media keeps you and your brand **relevant**



Continuing Education—You're Worth It!

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“Let us never be betrayed into saying we have finished our education; because that would mean we had stopped growing.”

– Julia H. Gulliver



Continuing Education—You're Worth It!

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- Accreditation builds your brand integrity
 - Be strategic in selecting your accreditation based on your brand and career aspirations (i.e. GTP or CMP or CPM)
- It's a personal career investment
- Most employers will fund continued education
- Most associations and local chapters have scholarships that are funded but under utilized

Leadership

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“Leadership is not about titles, positions, or flowcharts. It is about one life influencing another.”

– John C. Maxwell

“Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.”

– Jack Welch, retired GE CEO

Leadership

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Great leaders:

- Aren't bullies
- They walk the talk
- Are approachable from any level
- Are passionate and authentic
- Not intimidated by surrounding themselves with people who are talented

Damage Control

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“In my own experience, both personally and professionally, I’ve learned that you don’t wait to confront reality. It doesn’t get easier. It doesn’t get better. And, in some cases, if you don’t get the relevant information from people and act quickly, you start losing options. You’re into damage control.”

– Stephen Covey

Damage Control

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Take a deep breath, then do it again until you have clarity of mind.

1. **You did it—now own it.** Here's where your character needs to be front and center. It starts with taking personal accountability. Don't blame others, just own it and apologize ... period.
2. **Talk about what happened.** Silence is never golden when it comes to brand control. Carefully think through and design a solid statement, and then articulate it. Do it as fast as possible, too. Keep what you say short, factual and sincere. Anything stated beyond that could backfire on you. Less is better.
3. **Re-define your personal brand.** You will need to be consistent and remind people of what your brand is and what values you want to repair publicly. Set goals and be laser-focused on what you need to say and do, from this point on, there's no room for errors and mistakes.

Damage Control

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4. **If you are too distracted or distraught, invest in the professionals.** Research and hire experts in personal branding, public relations, social media, marketing and image consulting.
5. **Measure your campaign results.** Whether you hire professionals or not, you can check to see if your damage control campaign is working by monitoring your name and profile on social media and search engines.

In Closing...

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Be committed and consistent in developing your personal brand.

- Be consistent
- Be authentic
- Be patient

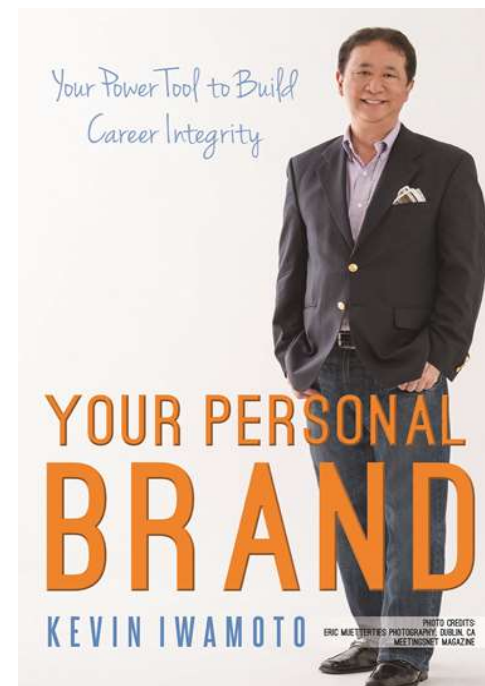
In Closing...

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“If you are going to spend so much time and energy investing in your job, you need to spend some time investing in yourself.”

- Kevin Iwamoto

- CreateSpace: <http://ow.ly/y76y3060p1M>
- Amazon: <http://ow.ly/lirE3060oMB>





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Questions – Discussion



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