

Professional Development

“Personal Branding”



with

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Certified Speaking Professional (CSP) & Master Certified Coach (MCC)

Better Communication... Better Results

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“Personal/Professional Branding”

Presented by Patrick J. Donadio, MBA, CSP, MCC



Personal/Professional Brand – is the image/perception others have of you (your experience, expertise, skills, ability, personality, education, credentials, reputation...).

Personal/Professional Branding – the process one uses to differentiate oneself from others and develop/promote your brand.

What is your current Personal Brand?

When you think about Personal Branding:

What do you do well?	What would you change?

What would you like your Personal Brand to be?

Common Mistakes Communicators Make



1. Trying to imitate someone else. Be your unique self!
2. Failing to project a sense of confidence. By talking too fast or slow, too loud or soft, having poor eye contact, or reading word for word ... Confidence is visual. Portray it through your voice, eye contact, mannerisms, gestures and body language. Confidence is not how you feel, it is how you look!
3. Speaking down to the listener. Speak with the listener not to them. Be careful of using jargon/technical terms or having a superior attitude.
4. Neglecting to prepare enough supporting information. Many presenters fail not because they lack facts but because facts are all they have. Incorporate stories, human experiences, quotes and statistics to keep your audience's interest.
5. Lacking a dynamic opening and closing. The first and last things you say are very important to the success of your presentation.

OPENINGS

- An apology - the listener doesn't know what your problems are so why tell them.

CLOSINGS

- No closing - Be sure to come prepared with a closing statement

6. Failing to rehearse. Work out the kinks before you present. Rehearse out loud. If not, your presentation becomes the rehearsal. Rehearsing also helps boost your confidence.
7. Memorizing your answers word for word. As comedian George Jessel said "The mind is a wonderful organ, it begins working the day you are born and doesn't stop until you get up to give a speech".
8. Forgetting to involve the listener. Involve your listener mentally, physically and emotionally. If you don't tune them in, they will tune you out.

Change Process Model



Awareness/Knowledge

Beliefs /Attitude

Behaviors/Skills

Results/Outcomes

Recognize Behavioral Styles

Communication experts tell us that there are four quadrants to our communication style:

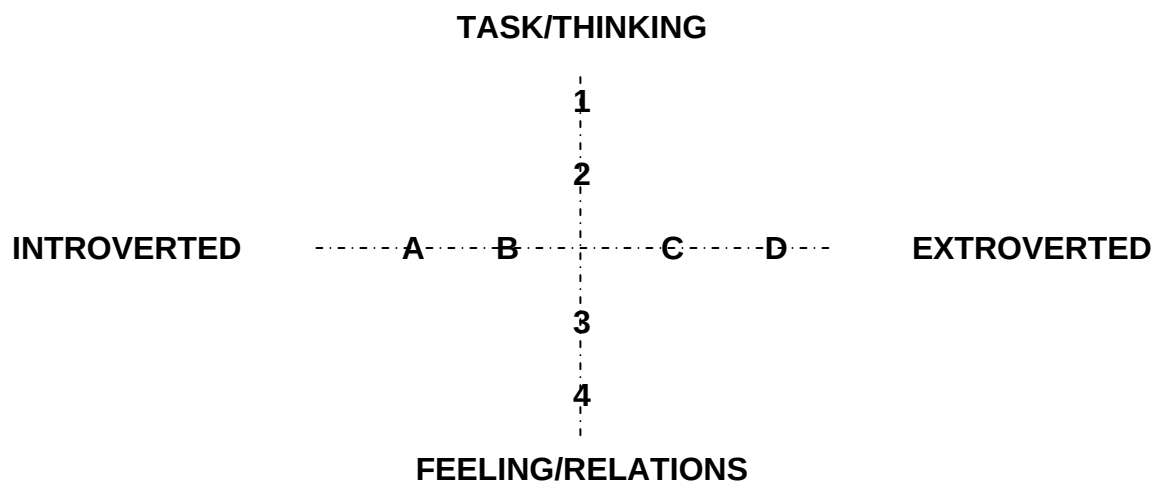
*Analytical/Task

*Feelings/Relational

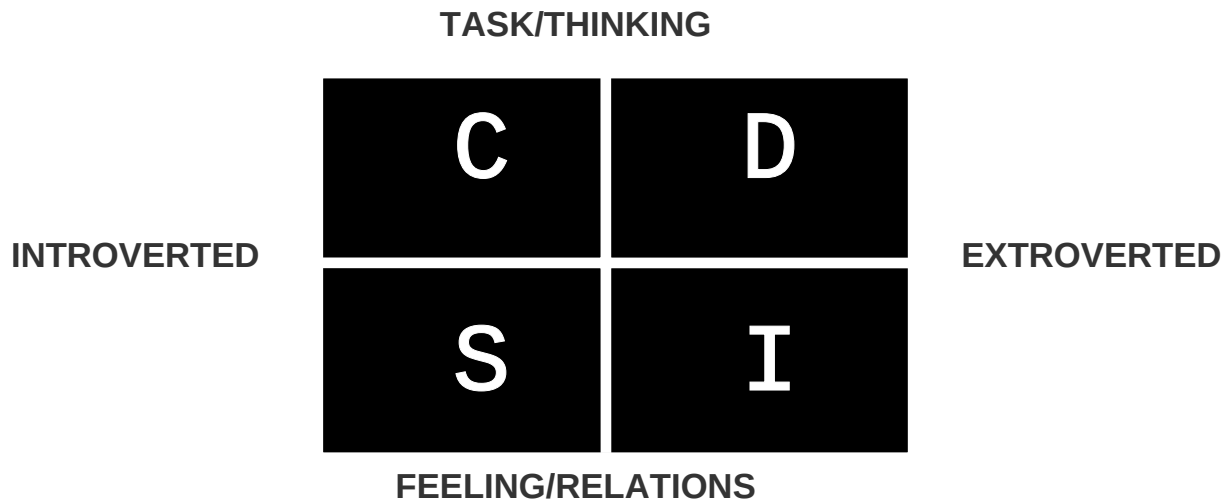
*Introverted

*Extroverted

Place an X on continuum. Choose a letter and a number that best represents you:



BEHAVIORAL INSIGHTS



“All people exhibit all four behavioral factors in varying degrees of intensity.” –W.M. Marston

BEHAVIORAL FACTORS*

D	Dominance - <i>How you respond to problems and challenges.</i> <u>Characteristics</u> - Ambitious, forceful, decisive, strong-willed, independent and goal oriented. They tend to act self-confident, take risks and assume leadership roles.
I	Influence - <i>How you influence others to your point of view.</i> <u>Characteristics</u> - Magnetic, enthusiastic, friendly, political, and demonstrative. They tend to be talkative and respond well to recognition.
S	Steadiness - <i>How you respond to pace of the environment.</i> <u>Characteristics</u> -Patient, predictable, reliable, steady, relaxed and modest. They avoid surprises and need detailed directions.
C	Compliance - <i>How you respond to rules and procedures set by others.</i> <u>Characteristics</u> -Dependent, neat, conservative, perfectionist, careful and compliant. They want everything to be done right, become overly critical of themselves and others, and dislike chaos.

*Adapted from Dr. William Moulton Marston book, The *Emotions of Normal People*.

How will your DISC “style” affect your brand?

Resumes & Interviews

Resumes

Tools to build your resume”



Features versus Benefits:

1. _____
2. _____
3. _____
4. _____
5. _____

Things that make you unique (USP):

1. _____
2. _____
3. _____
4. _____
5. _____

Success Stories/Examples:

1. _____
2. _____
3. _____
4. _____
5. _____

References/Advocates:

1. _____
2. _____
3. _____
4. _____
5. _____

Your 30 Second Commercial:

Resumes

Chronological Resume

The chronological resume lists your job titles starting with your current or most recent employment and then goes back time wise. This format is good for demonstrating growth in a single profession. It may not be suitable for those just out of school or for those changing careers

Functional Resume

The functional resume focuses on professional skills developed during your employment rather than on the when, where and what of each position. It organizes your experience in terms of skills and accomplishments. This resume format is good for career changers, frequent job changers and those with limited experience. It is also good for those who are returning to the workplace after a long absence.

Combination Resume

The combination resume is a combination of both the chronological and the functional format. It demonstrates your skills and experience as themes and then your employment experience follows chronologically. It is recommended for mid-career changers and recent graduates.

Interviews

Communication Skills

Face to Face - Research indicates that interpersonally (face to face) we communicate information and impressions in the following manner:

Guess ____% ____% from words

Guess ____% ____% from voice

Guess ____% ____% from facial expressions and body language

Added up they equal 100% 100%

Intention - There are different Intentions/Purposes (Goals) for communicating. Here are a few examples:

Build Rapport Inform Discover Persuade Give Feedback

Can you have multiple intentions?

Active Listening

Active Listening:

- **Listening** - to make a conscious effort to hear or attend closely.
- **Hearing** - is perceiving (relatively unconscious). Anyone can hear.
- **Listening is processing.** It requires patience, practice, attention and a conscious effort.

Two Types of Listening:

1) Active (listen)

2) Passive (hear)

We think at _____ words per minute

We speak at _____ words per minute.

The **difference** is called the **Genetic Attention Prohibitor (GAP)**. That is why our mind wanders when we are trying to listen. Utilize your GAP to concentrate on what's being said. How can you do that?

1. _____ 3. _____

2. _____ 4. _____

Handling Questions

Questions provide an opportunity to reinforce your message, determine if it was clearly received and add additional material. The key is to anticipate difficult questions and what your response will be for each.

What are some difficult questions you might be asked:

1. _____
2. _____
3. _____
4. _____
5. _____

Common Interview Questions:

- Tell me about yourself.
- Tell me what interested you in this job.
- Why did you leave your last job?
- What are some of your strengths?
- What are some of your weaknesses?
- Describe your work style. Do you prefer to work by yourself or with others?
- What are your career plans? Where do you see yourself in 5 years?
- What supervisory experience have you had?
- Tell me about your favorite supervisor.
- Why should I hire you?

Questions for an Applicant to ask in the Interview:

Here are some different types of questions

1. Loaded Questions

2. Non Questions

3. False Premise

Here are some techniques to respond to questions

1. Come Prepared with an Agenda

2. Sound Bytes

3. Bridge Technique

4. Quick Release

5. Come Prepared with Questions

6. End each question on a high note

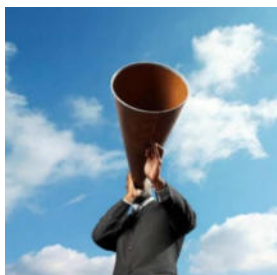
7. Handle tough questions early

8. Keep it moving

9. Close with dignity

* Remember to: listen carefully to each question and "Expect the Best."

Tips to Toot Your Own Horn (and build your own brand)



1. Start with the “Right Beliefs”

2. Build “Expert” Status – Internally and Externally

3. Create a Network of Contacts (before you need them) – Build a Database

4. Be Visible/Speak Up – Informally and Formally

5. Have a Great Attitude – Mentally, Verbally and Non-Verbally

“If your not mentally prepare you’re not prepared.”-- Patrick Donadio, MBA CSP.

6. Build Social Equity – LinkedIn (business), Facebook (personal), Twitter, Blogs, Websites, etc

7. Use Third Party Endorsements – Testimonials and Advocates

8. Be Part of the Solution – Be a self starter and come with solutions

9. Over Deliver – The Wow Factor

10. Be Proactive - Develop a written future plan

Continuous Learner

Turn every mistake into a learning opportunity. You can do this by debriefing after each interview. Remember, we learn by making mistakes. So when you make a mistake learn from it by asking these two questions: 1. "What did I do well?" 2. "What will I do differently next time?" Incorporate these ideas into your next interview.

SUCCESS PLAN

In order to become a better communicator you must begin to try new approaches and techniques. And most importantly practice! Why? Because:



“Nothing changes until you change”

– Patrick Donadio, MBA

A. List 3 goals/results you want to achieve during the next six months. What are you going to do differently in order to achieve these goals/results?

Goal

Do Differently

1. _____
2. _____
3. _____

B. Set S.M.A.R.T. Goals. Make sure your goals pass this 5-point checklist:

Specific

Measurable

Attainable

Relevant

Tied to Deadlines

C. Break down each goal into smaller action steps. Be sure to include specific and realistic deadlines for each goal and each action step. *For example:*

Goal _____	Deadline _____	
	Start	Completed
1. Action Step _____	_____	_____
2. Action Step _____	_____	_____
3. Action Step _____	_____	_____

D. What obstacles, interruptions or resistance do you anticipate you will face as you implement this plan? How do you plan to avoid or **overcome these roadblocks?**

E. What resources will you need? People, time, money, equipment, etc. **Ask for Help:** _____

F. Take Action! During the implementation stage, evaluate and adjust your action steps on a regular basis. Continually ask yourself these two questions, ***“What did I do well?”*** And ***“What will I do differently the next time?”*** On the basis of these answers, establish new goals and ready yourself to **Try Again!** ***Life is a process not an event!***

“You are only as successful as your daily routine”

© 2012 Patrick Donadio, MBA, CSP, MCC is a Certified Speaking Professional (CSP) and Master Certified Coach (MCC). He specializes in Business Communications and Leadership Development. Since 1986, he has been teaching/coaching leaders and their organizations to: increase profits, improve presentation/verbal communications, enhance their credibility, deepen relationships and boost performance — in less time. Want Patrick to speak for your next conference, seminar or retreat? Or hire him as your business communication coach to improve the delivery of your message, call 614-488-9164 or e-mail: Patrick at: Patrick@PatrickDonadio.com Visit <http://www.PatrickDonadio.com> for business tips.

YOUR PRESENTER - Patrick J. Donadio, MBA, CSP, MCC

Patrick Donadio is a Certified Speaking Professional (CSP) and Master Certified Coach (MCC). Since 1986, he has guided leaders and their organizations with powerful presentations and one-on-one business communications coaching. From the boardroom to the frontlines, he shows people how to improve communications, increase profits, enhance credibility, deepen relationships and boost performance — in less time.



Donadio works with leaders and organizations that want to develop their people. He has trained individuals from Fortune 500 companies to organizations/associations in a variety of industries.

As a professional speaker, Patrick has spoken nationally and internationally. He is a member of the National Speakers Association (NSA) where he earned his Certified Speaking Professional (CSP) designation, NSA's highest earned designation. Currently less than 450 (8%) of worldwide members have earned this prestigious designation.

Donadio has appeared on the same programs with such renowned speakers as Rudy Giuliani, Former Mayor of New York; Joan Lunden, former Good Morning America host; Roger Staubach, Dallas Cowboy's Quarterback; Elizabeth Dole, U.S. Senator; Lou Holtz, Notre Dame Legend; George Will, ABC TV news analyst and Comedian Jeff Foxworthy.

As an executive/business coach, Patrick works with "C" Suite Executives, Entrepreneurs, and other Professional Services Providers (Consultants, Lawyers, Accountants, Physicians...) to improve presentation/communication skills, increase sales, enhance their community image and grow their business. He is a member of the International Coach Federation where he earned their highest earned designation, *Master Certified Coach (MCC)*.

As an educator, Patrick has taught at The Weatherhead School of Management, The John Glenn School of Public Affairs, University of Notre Dame, The Ohio State University, Ohio University and Columbus State Community College.

Previously, Donadio served as an administrator at Ohio University, Vice President of consulting services for a national corporation, and as Executive Director for the nationally award-winning Ohio Crime Prevention Association. He received his Masters in Business Administration from The Ohio University, and graduated Summa Cum Laude with a Bachelor's in Communications.

Patrick has authored several learning programs including:

- **Belief Driven Success**— *How to take yourself to the next level professionally/personally*
- **Communicating with IMPACT** – *6-Step process to improve interpersonal communications*
- **Leadership Traits for Success** – *Rate your leaderships skills and learn where/how to improve*
- **The Secrets to Powerful Presentations** – *Improve the way you speak/present to others*
- **Business Development**– *Growth strategies to position yourself as a market leader*

In addition, his work has been published and profiled in numerous publications and broadcast media, including: *NBC Nightly News*, *Small Business News*-cover story, *CEO Magazine*, *Business First*, *WCMH-TV*, *WBNS-TV*, *WTVN-AM*, *WSNY-FM*, *WOSU-FM*... just to name a few.

Among his many accomplishments, Patrick participated in goodwill exchanges to Japan in 1991 and 1994, promoting inter-cultural awareness.

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Patrick can help make your next conference, seminar, luncheon meeting or retreat a success!