#### **Dial in Information**

- Tel: 1.267.507.0240
- Passcode: 657872
- Screenshare:

Screenleap.com/crescendoinc

#### Materials for call:

Slides Handout

#### Call Etiquette:

- To must/unmute, PRESS 4\*
- To ask question, PRESS 5\*

Thank you!

Igniting Your
Personal Brand
with Emotional
Intelligence

#### **Crescendo Connect Conversation**

Presented by: Sue Stanek, Ph.D. www.suestanek.com January 23, 2014

### **Your Personal Brand**

- What others think of you
  - True or untrue
  - Fair or unfair
  - Enhancing or limiting
- It is all about *their reaction* to your actions

You are what you do today, not what you say you 'll do tomorrow

### Personal Brand Factors: Why People "Buy" You

Business Reasons	Personal Reasons
► Your Passion	► Your Image
► Your Expertise	► Your Compatibility
➤ Your Talent	► Your Trust

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### **Your Passion**

- What Ignites You?
  - What do you devour?
  - What do you say, "YES!" to?
  - What do you lose yourself in?



Their burning question:

Does your passion help me achieve my passion?

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- Your book smarts + your street smarts
  - Your bio/resume/social media content
  - The initial reason people are interested



Their burning question:

Do I believe your expertise is strong enough to add the value I need?

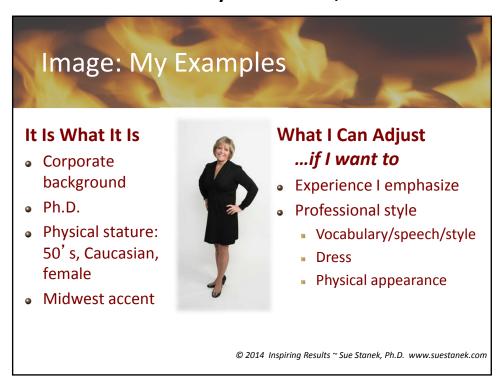


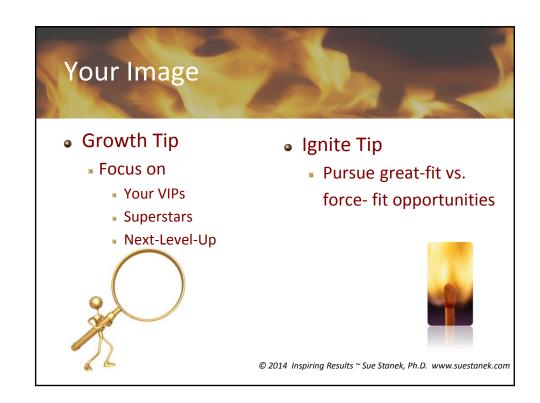


Tel: 612.718.4389



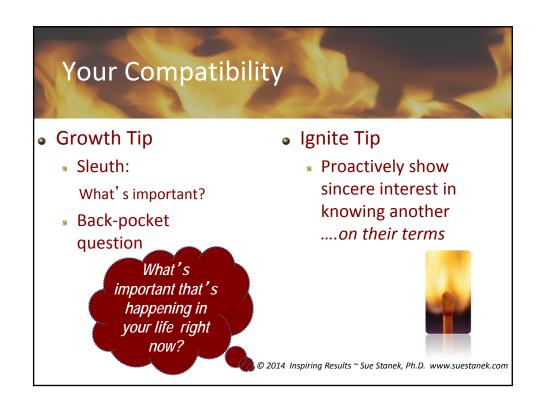






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### Your Trust: Can I Count On You?

- Will you fully follow through on what you promise?
- Are you consistently consistent?
- Are you easily available?
- Can I really trust you with the things I would not with others?
- Will you always do what's right (for me)?



Their burning question: Can I count on you?

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### **Your Trust**

- Growth Tip
  - Trust is built one insignificant event at a time
  - Trust Events
    - Igniting
    - Eroding
    - Busting

- Ignite Tip
  - Humbly highlight when you have acted in another's best interest



### **Brand Questions to Ask Yourself**

- How will I create a start-to-finish experience in which my brand will shine?
- How will I highlight how my brand delivered? How can I show up without showing off?
- If a team approach, how will I highlight how my brand impacted the positive team results?

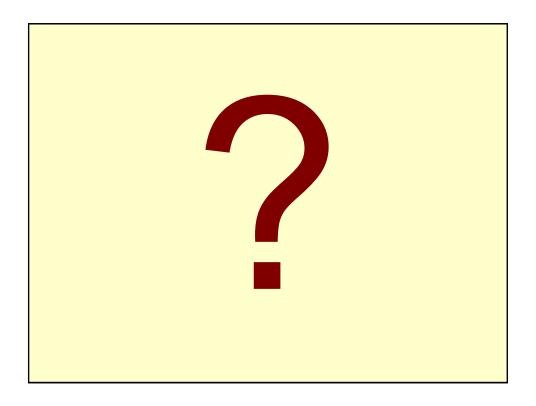


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### **Food for Thought**

- Act with bold humility and service. In all you do, focus on being the best for the world, rather than the best in the world.
- While "branding" is important (logo, media, etc) have them be a frame for your brand actions. People remember you far more by what you do than what you say you'll do.
- A positive and hopeful approach are brand-enhancers. The opposite is true as well.
- You are always creating a brand image it's simply a matter of what image your actions are creating.





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#### What's Next?

#### **Crescendo Connect Conversation**

March 10, 2014: El and Leadership Development – University of Minnesota

#### **El Peer Coaching**

Launch May 2014

#### RockStar Scribe!!! (Graphic Recording)

May 2014

#### EQ-i<sup>2.0</sup>/EQ360 Certification

June 9 & 10 (Minneapolis)

### **Contact Information**

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