

Crescendo Connect Conversation - January 23, 2014

Igniting your Brand with Emotional Intelligence

Presented by: Sue Stanek, Ph.D.

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*

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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 Passion

- **Growth Tip**
 - Seek ways – every day – to connect to your passion
- **Ignite Tip**
 - Stay freshSoak up wisdom from a mentor, and others, who share your passion



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Your Expertise

- **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?

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Your Expertise

- Growth Tips

- The power of



- Experience is your multiplier



- Ignite Tip

- Relentlessly pursue opportunities where your expertise shines



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Your Talent

- Putting your passion into action
- Developed talent = *Signature Strengths*



Their burning question:

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

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Your Talent

- Growth Tip



- Ignite Tip

- Relentlessly pursue talent-shining opportunities



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Your Image

- Do you look, sound and act like what I expect?

- Appearance
- Communication style
- Background
- And other crazy expectations you may never know



Their burning question:
*Does your image strengthen
(or weaken) my confidence in you?*

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Image: My Examples

It Is What It Is

- Corporate background
- Ph.D.
- Physical stature: 5' s, Caucasian, female
- Midwest accent



What I Can Adjust

...if I want to

- Experience I emphasize
- Professional style
 - Vocabulary/speech/style
 - Dress
 - Physical appearance

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Your Image

● Growth Tip

- Focus on
 - Your VIPs
 - Superstars
 - Next-Level-Up



● Ignite Tip

- Pursue great-fit vs. force-fit opportunities



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Your Compatibility

- How easy is it to work with you?
- What do we have in common?
 - Above the surface
 - Below the surface



Their burning question:
How well do I think we click?

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Your Compatibility

- Growth Tip
 - Sleuth:
What's important?
 - Back-pocket question
- Ignite Tip
 - Proactively show sincere interest in knowing another
....on their terms



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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



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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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*If you retired tomorrow,
who would miss you and why?*

**The stronger your brand,
the more there is to miss.**

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What's Next?

Crescendo Connect Conversation

- March 10, 2014: *EI and Leadership Development – University of Minnesota*

EI Peer Coaching

- Launch May 2014

RockStar Scribe!!! (Graphic Recording)

- May 2014

EQ-i^{2.0}/EQ360 Certification

- June 9 & 10 (Minneapolis)

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