

Who Are You?

Creating Your Personal Brand



RUSS WEBB - @RUSSWEBBGA



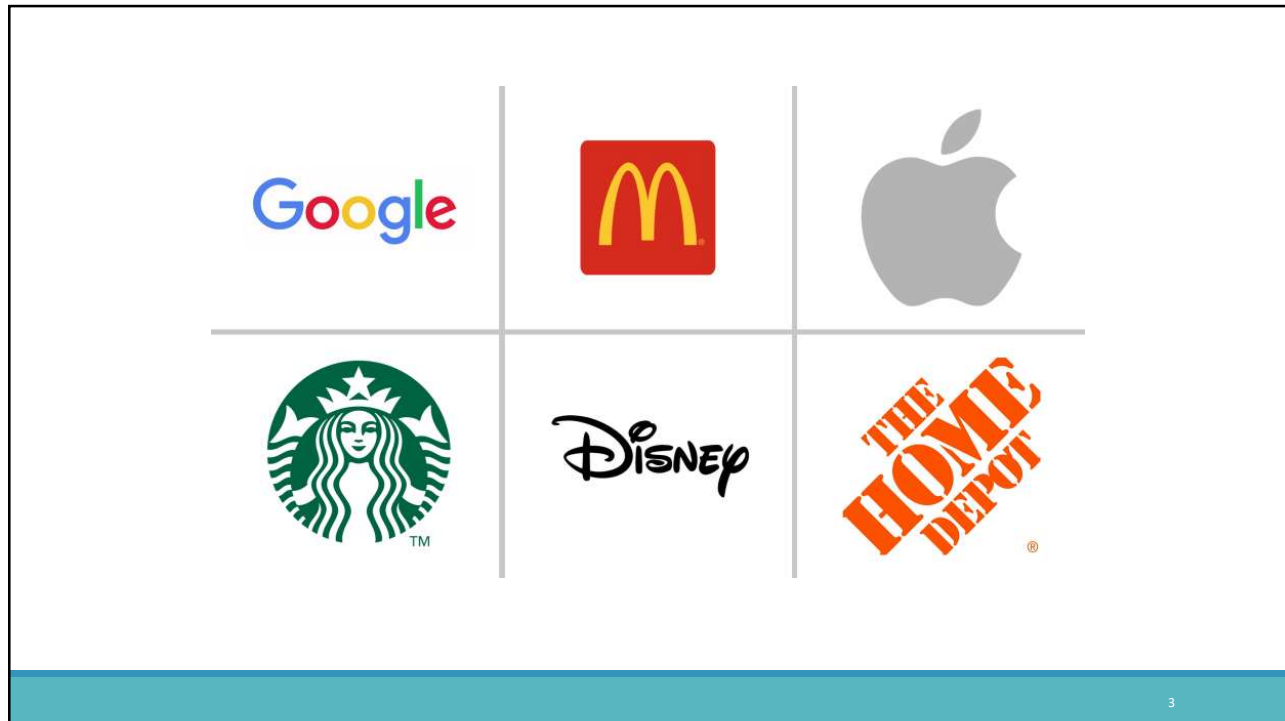
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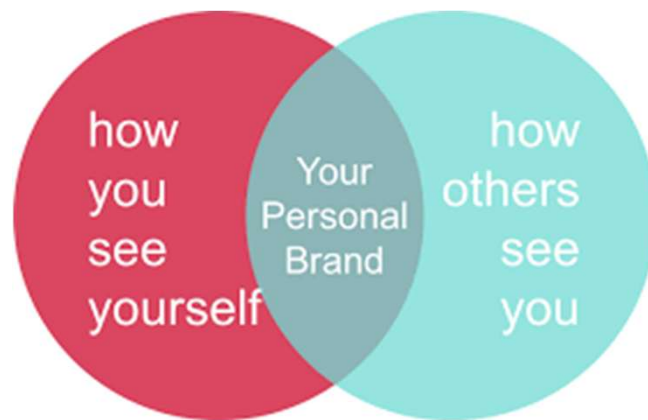
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"Your brand is what other people say about you when you're not in the room."

Jeff Bezos, Amazon

A hand holding a marker, writing "YOU ARE YOUR OWN BRAND" in a stylized, hand-drawn font. The text is written in a bold, blocky, and slightly irregular style, with the words stacked vertically. The hand is positioned to the left of the text, with the marker tip touching the first letter of "YOU".

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**YOU get to
complete
that
puzzle!**

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Your Brand



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7

First Thoughts



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First Thoughts



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First Thoughts



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First Thoughts



reliable
character
genuine
trustworthy
integrity
dependability
honest
support
listen



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LET'S PLAY A GAME



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Where do we start?!!!



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What
superpowers do
you have that
set you apart?



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Identity

Personal branding begins with identity because it is who you are at your core. It is integrated into every aspect of your life and every action you take. Your identity is the foundation of your brand.

What drives you?
What interests you?

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Social

Look Around

Ever hear the phrase “you are who your friends are?” Well, it rings true for your personal brand, too. It’s important to interact with people who reinforce and ignite your values.

Business Networking
Ask for introductions
Identify thought leaders who think like you

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Online

Over 3 billion people now use the internet. It's a chance to reach and connect with people you may have otherwise never interacted with. Ideally, your digital presence should act as a hub for your accomplishments and unique personality.

When recruiters and hiring managers scour the web for qualified candidates, this is their first impression of you.

Who are you connected to? Professional vs Personal Become a thought leader

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Career Bringing it all Together

- People follow passion
- Social versus Socializing
- Your digital footprint is powerful

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Why is this important?

- It will help you stand out from the crowd
- It will lead to new opportunities
- Trust – it will be more freely given
- Your digital and “real” footprints become aligned

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KH1

Things to Remember

- ❖ Find your focus
- ❖ Be genuine
- ❖ Tell your story
- ❖ Be consistent
- ❖ It's okay to stumble
- ❖ Invite your detractors to come play
- ❖ Create a positive impact
- ❖ Find a successful example
- ❖ Let others tell your story



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KH1 **RW**

Krystal Humphrey, 2022-07-18T19:58:06.698

Pssst....Another Secret

**YOU CAN TRY SOMETHING
NEW AND IF IT DOESN'T
WORK...YOU CAN TRY
SOMETHING ELSE!!**

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**Well,
that
didn't
work.**

TIP

**DON'T
HESITATE TO
GO BACK TO
THE DRAWING
BOARD!**

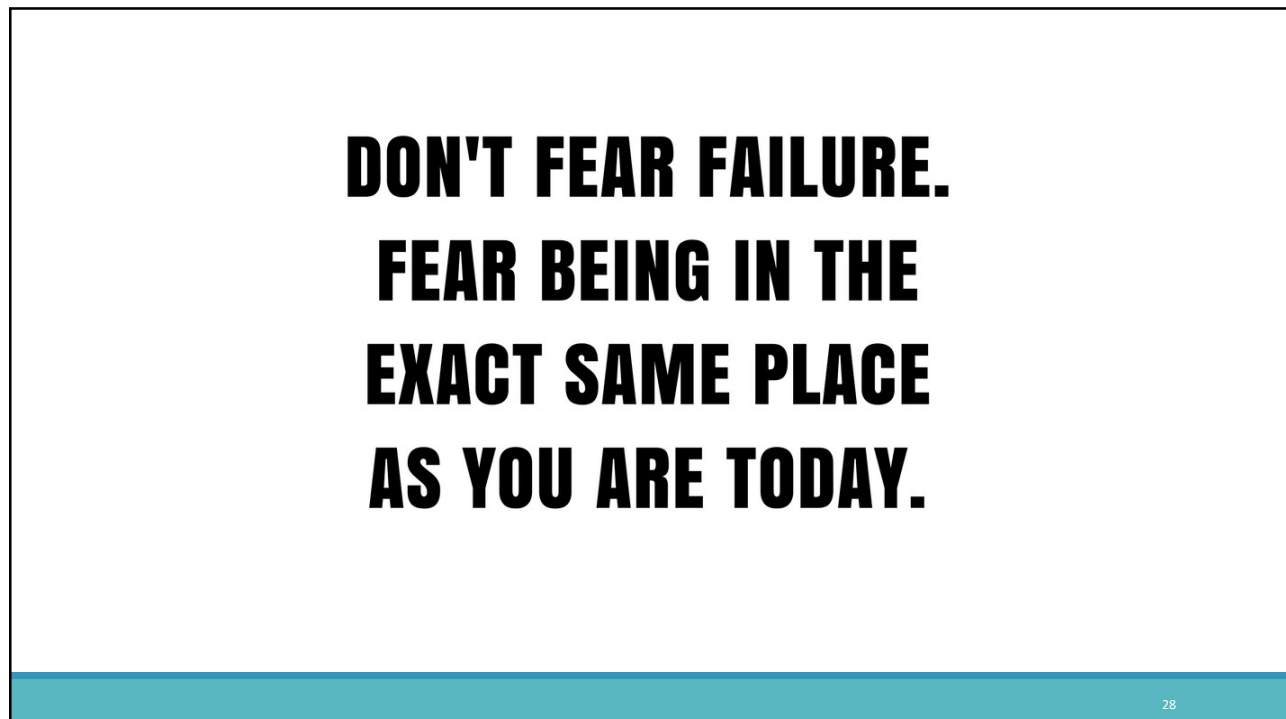


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Response

Awesome presenter

Content extremely relevant especially since we work 100% remotely. Thank you Russ.

 **Lea Lashle**
The Influenc
October 26,
All Link

Engaging speaker

Engaging speaker. Thank you

Excellent presentation.

 **Mark V**
Excellent stories and clear takeaways

Russ was a great presenter! He made the session fun and gave key tools that were easy to remember and take back to my organization.

Russ was very engaging and motivating. Good content!

The speaker was very engaging and kept the session flowing. I received a lot of take-home benefits that I will apply upon my return.

Very good session

Well presented. Loved the audience interaction. Excellent content, very much needed topic. Always a necessary reminder for all staff not just leaders. Would attend Russ' session again.

Wonderful, effective, knowledgeable and engaging speaker!

None

One of the best non general sessions ever!!

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QUESTIONS

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