



Branding: Elevating Your Personal and Bank Brand

PARTICIPANT GUIDE

Facilitated by:

Dr. Melissa Furman, MS, DBA

mfurman@unlockcareerpotential.com

Career Potential, LLC · P.O. Box 12653 · Augusta, GA 30914
unlockcareerpotential.com · info@unlockcareerpotential.com

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Professional branding is critical for success, both for the bank and for yourself.

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

Bank Brand:

Personal Brand:

How would you define “executive presence”?

Reasons for building your brand:

STEP 1: TAKE INVENTORY

- **Learn about yourself—motivators, preferences, mindsets, emotional intelligence.**
- **Learn about yourself—what does success look like to you?**
- **Define expectations—what does career mean to you? What does work mean to you?**
- **Ask yourself...how would you describe yourself in three words?**
- **Ask others...how would they describe you in three words?**
- **Assess—do you like your current brand?**

STEP 2: DEFINE & BUILD

- **Write your brand statement.**
Write your current brand statement and your aspirational brand statement.
- **Identify and develop weaknesses and blind spots.**
List possible weaknesses and your plan to develop them.
- **Promote your strengths.**
List strengths and your plan to promote them.
- **Utilize communication and communication tools to build your brand.**
List ways that you can enhance your brand through communication.
- **Manage your impressions.**
What can you do differently (or more of) to have a positive impression?

STEP 3: SHARE & SPREAD

“It is all about who you know...

It's not just about who you know...

It's _____

It's who _____ what _____

It's who _____

- **Build affiliations and relationships—network.**

Mentors:

1. Assess your mentoring needs. List your mentoring needs:
2. Be able to articulate your mentoring needs. State your mentoring needs.
3. Research and recruit. List people you would like to recruit to serve as mentors.
 - a.
 - b.
 - c.
 - d.
 - e.
4. Create schedule and be prepared for meetings.

Sponsors:

List people you would like to serve as sponsors and your plan to build a relationship with them.

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Role Models:

List the names of role models.

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- **Have a professional online image.**

What can you do differently (or more of) to promote a positive professional image online?

- **Have an elevator pitch prepared.**

Write your 30-second elevator pitch. (Name, title, distinction, connection.)

- **Demonstrate professional behavior.**

List professional behaviors and brainstorm ways to enhance your behavior.