

## **AUTHENTIC PERSONAL BRANDING**

***Make the right impact while 'Being more of your self'***

In their McKinsey Award winning HBR article 'Why Should anyone be led by you?', Robert Gafe and Gareth Jones advise: 'Be yourself— more— with skills.'

- **Does your organization have a unique leadership brand?**

*"Your premium brand had better be delivering something special, or it's not going to get the business." ~ Warren Buffet*

The key to organizations getting much better returns from the leaders depends on their ability to develop unique leadership brand that is aligned to the organizational values, management practices and business aspirations.

- **Why is the leadership branding so important?**

*"A leader does not build a business –a leader builds an organization and organization builds a business."*

Across the globe whichever sector you are, the trust, reputation and commitment to the organization is largely determined by the mind and heart space the leaders inspire. Aligning the individual's brand with what the organization is aspiring to achieve can be source of competitive advantage.

- **Are the leaders communicating their full potential to their audience?**

*"Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability." ~ Jason Hartman*

In your organization do the leaders have clarity on their self image as well as how others perceive them? Every time that a person meets them, hears of them, or visits their online profiles, they are forming an impression about them and the organization they represent. This perception determines the way in which the way your employees and customers relate to the leader and the extent to which your leaders are able to enroll, influence or motivate them. All effective leaders focus on this critical aspect.

The leaders are your internal and external brand ambassadors! Are you paying due attention to the content and presentation of your brand?

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- **What is Authentic Personal Branding?**

*"A brand's strength is built upon its determination to promote its own distinctive values and mission." ~ Professor Jean-Noel Kapferer*

Just as world renowned brands have their unique characteristics that speak to people through their branding, Authentic Personal Branding (APB) is the conscious, consistent and clear representation of your authentic self. It reflects your values and abilities, conveying who you truly are and what unique difference you make.

- **Why is this process important to you?**

*"Your brand is a gateway to your true work. You know you are here to do something - to create something or help others in some way. The question is, how can you set up your life and work so that you can do it? The answer lies in your brand. When you create a compelling brand you attract people who want the promise of your brand - which you deliver." ~ Dave Buck*

As an individual, you are a brand ambassador of your firm, as well as the personal values and vision you hold.

In the corporate sector, your branding plays an important role in your day to day dealing with your subordinates, peers, superiors, stakeholders and customers. In the social, education and health sectors, your branding influences how much people trust and support your work.

What do people feel when you walk into the room? And what do you *intend* them to feel? Successful personal branding makes the answers to these two questions coincide - your key audiences think about you the way you want them to think.

Every time a thought leader communicates it is an opportunity to change perceptions, create strong images, drive to action, persuade, inform, initiate, and bring closure.

APB enables you to identify, live and present your identity with its full strength. Successful leaders are both deeply steeped in their own personal identities and deeply flexible toward their key audiences.

APB enables inspired leadership which is both integrous (true to themselves) and influential (powerful with others).

**We have designed three modes of delivery, customized to address different audience needs:**

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### **Authentic Personal Branding – In-house Program:**

*"Well orchestrated brands have depth and richness. They are like personalities, in that the best of them are made interesting and beautiful by a unique blend of interesting and beautiful component parts. It is only in the harmony of the whole that the brand lives." ~ Steve Yastrow*

#### **Purpose:**

Authentic Personal Branding In-house Program aims at helping the organization enhance their collective leadership capability and capacity by developing individual leaders with strong authentic personal brands.

#### **Who should attend this program?**

Any leader, who represents the leadership brand in front of your stakeholders should attend the program. It is preferred that the person has considerable experience of dealing with teams both internally and externally.

These leaders will have significant impact on overall organizational culture and management practices.

**Cost:** Introductory special offer of Rs. 300,000/- + Service Tax for 3 **full** days workshop of batch size 12-15.

**Venue :** **Retreat venue a must** in order to maximize learning.

### **Authentic Personal Branding Retreat:**

*"Even individuals need to develop a brand for themselves .... Whatever your area of expertise, you can take steps to make people think of YOU when they think of your field." ~ Accelepoint Webzine*

#### **Purpose:**

Authentic personal branding retreat enables you to identify, live and present your identity with its full strength.

#### **Who should attend this program?**

Anyone who operates from a position of leadership, responsibility and influence or is a harbinger of change would substantially benefit. For example: Top management executives, small business owners, NGO, educational and social

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leaders, professionals such as doctors, healers, trainers, facilitators, coaches, teachers, professors, etc...



**Date: 3 full days** Residential program September 1st to September 4th 2010

**Cost:** Rs. 25,000/- + Service Tax. NGOs and individuals may apply for 50% scholarships

**Payment** in favor of 'Avyudaya Center for Transformation'

**Venue:** Near Pune, India

### **APB In-House Program and APB Retreat Takeaways and Methodology:**

#### **Key Takeaways:**

The participants will have clarity on:

- True self-image, values and vision
- Understanding of fears and limitations and how to deal with these
- Emergent Authentic Personal Branding
- Alignment of individual values and strengths with that of the organization
- Understanding the impact of Authentic Personal Branding on organizational leadership brand/individual vision
- A road map forward to align existing image with this articulated APB Practices to live and communicate the APB and being a role model for the organisational leadership brand

#### **Methodology :**

Exercises used will be selected and customized as per participant needs. These may include any and several of the following:

- Self Discovery Processes
- Goal setting and visualization
- Creative processes
- Mindfulness Exercises including simple meditation techniques
- Methods and tools for Unblocking limitations and enhancing strengths (physical, psychological, energy based processes)
- Role Play, Psychodrama
- Appreciative Inquiry
- Communicating across levels of being and various mediums



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### Authentic Personal Branding Coaching :

**This option is a customized version for Senior Leaders and other public figures, keeping in mind their distinctive needs and time constraints.**

*"A great brand taps into emotions. Emotions drive most, if not all, of our decisions. A brand reaches out with a powerful connecting experience."*

~ Scott Bedbury/Nike, Starbucks

#### Purpose :

To help Senior Management Team build strong and trusted leadership brand by developing their authentic personal brand and aligning it with organization's values, culture and business operations.

#### Who should attend this program?

Leaders in senior management who have high impact on organizational leadership brand and unique leadership style. Here, the requirements are unique with higher emphasis on self work. With the greater self awareness, experience and maturity levels the approach required is that of facilitating and coaching the journey of authentic personal branding.



Accordingly, the **Methodology** used here is different, namely:



- Orientation session to establish expectations & learning outcomes, understand the leaders preferred learning style, leadership style, business responsibilities, team responsibilities, personal aspirations and goals
- Six 90 minutes 1:1 coaching sessions spread over 6 months.
- Coaching session focusing on awareness, reflection and experimentation.
- In our work we use positive psychology, human value emergence, appreciative inquiry, solution focused, person centered coaching, mindfulness practices, non violent communication, branding and presentation etc.
- Ongoing support and handholding through online medium.

**Cost:** Introductory special offer of Rs. 60,000/- + Service Tax

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**What some of the participants have to say about the 'Authentic Personal Branding Retreat':**

"I got clarity on my image and values, my mission and action plan is chalked out, I realized that the authentic personal branding starts with real me. We realized our self, strength , power and also come to know how to use them to be successful in life." **Zonal Manager Operations, Financial Service Organization**

"This experience gave me opportunity to look at life holistically, knowing exactly what my brand is and whether I am liking my brand fully. It has helped me in this point of time in my life to set my priorities, dreams and lead and balanced life". **Senior Manager Finance , Financial Service Organisation**

" The program has come like true healing to me". **Senior Manager Claims Insurance Organization.**

" An excellent program which bring sea change in thinking perspective, making oneself realize others perspective. A positive thinking approach which can enhance the ability to achieve goals faster. I was lost in my daily routine activities and this retreat has helped me regain and realize my goals." **Senior Manager Underwriting Insurance Organization**

