

BUSINESS COMMUNICATION

PERSONAL BRAND.NETWORKING.

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The Four Communication Skills



Today

Negotiations

Personal Brand

Personal Branding and Communications

Impression Management Approach

Presenting Yourself in Everyday Life

Networking

NEGOTIATIONS

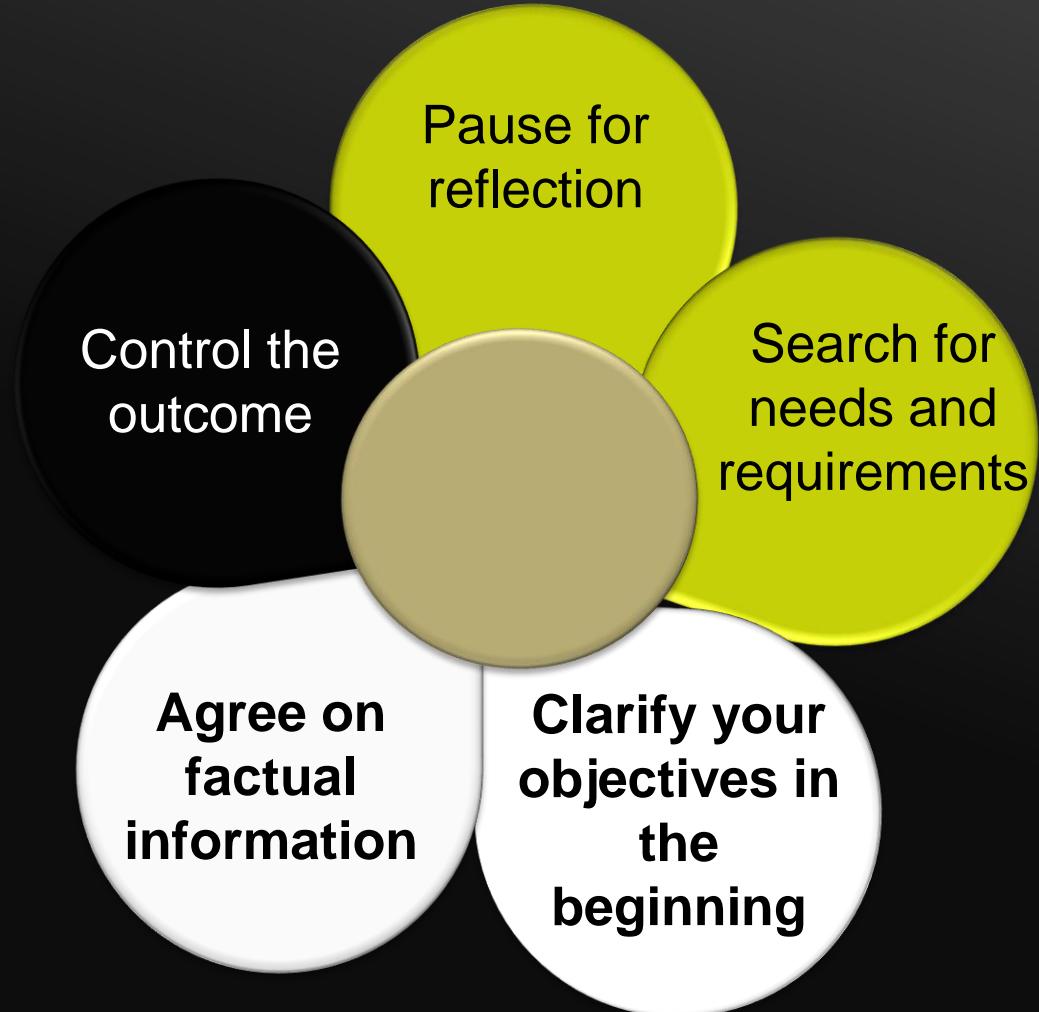


Types of Negotiation Strategies



Critical Concepts of Win-Win Negotiation

The following are the five most critical concepts that you should keep in mind for a win-win negotiation:



Conflict Resolution Styles

- Collaborating
- Competing
- Compromising
- Accommodating
- Avoiding

PERSONAL BRAND



BE
different
authentic
yourself
helpful
patient
reliable
memorable
available
responsible
visible
original
exciting

Personal Branding.....



What do all of these celebrities have in common?

Personal Branding.....



**What do all of these celebrities have in common?
A Pro in their industry, an expert in their field. A strong and consistent Brand.**

Personal Branding...what is it?

- “Creation of an asset that pertains to a particular person or individual; this includes but is not limited to the body, clothing, appearance and knowledge contained within, leading to an indelible impression that is uniquely distinguishable.”

1997 article by Tom Peters.



- a clear, consistent and compelling message
- Your position in the minds of your market is what connects your next highly desirable job, project, partnership, investor or whatever it is that's driving you to create and grow your brand image

What is your personal brand?

A strong personal leadership brand allows all that's powerful and effective about your leadership to become known to your colleagues up, down and across the organisation – enabling you to generate maximum value, (Harvard Business Review, 2007)



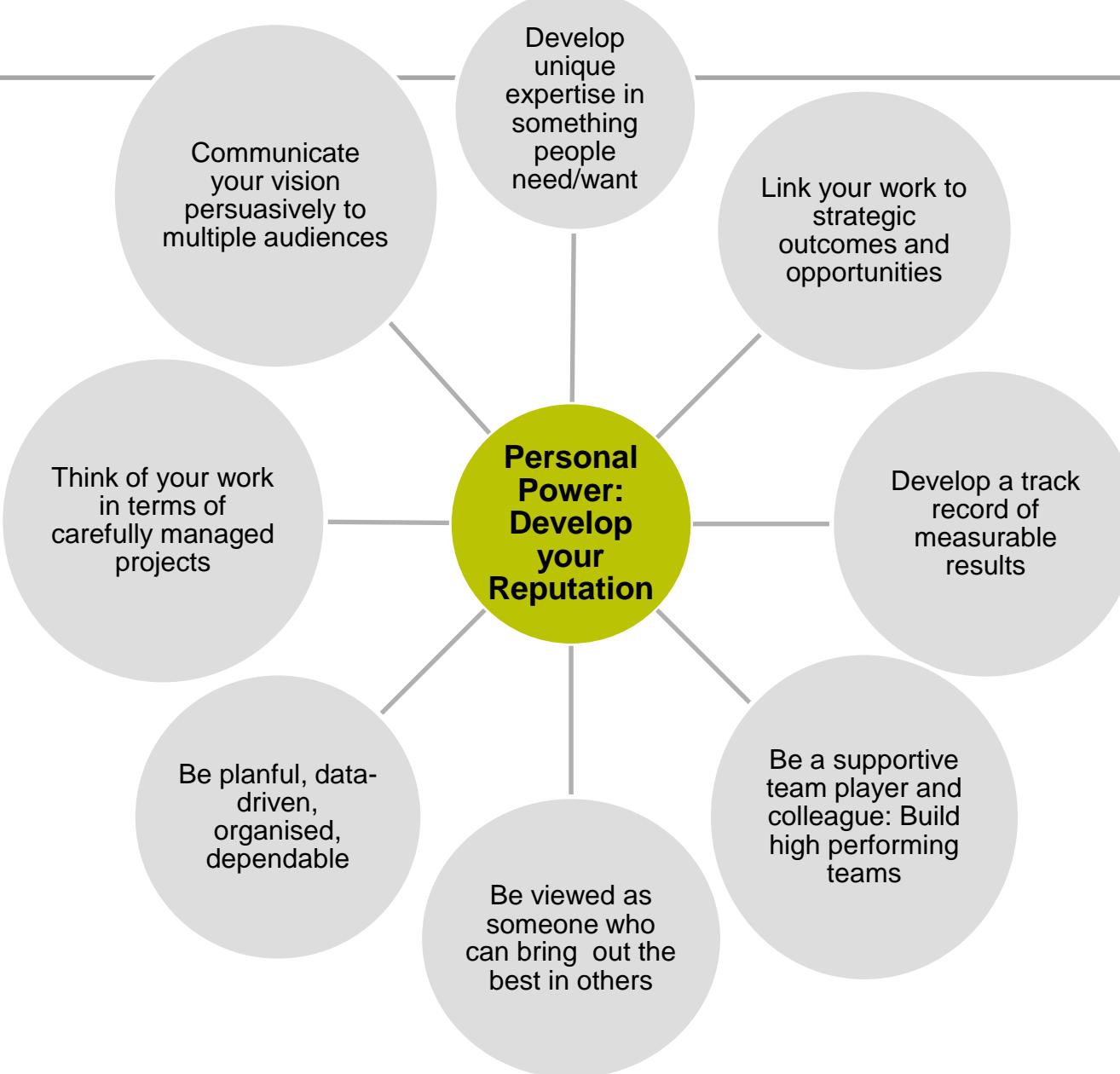
The Brand Called You



- What do I do that I am most proud of?
- What do I do that adds remarkable, distinguished, distinctive value?
- What do my colleagues and classmates say is my greatest and clearest strength?
- What have I done lately-this week that added value to the team/organisation?

BE A BRAND

Personal Power: Develop Your Reputation



The 3 Rs of Personal Branding

Can everyone you meet **receive, retain and repeat** your personal brand message?

- **Receive:** Understand who you are and where you add value
A habit you develop over your career, NOT an event
- **Retain:** Get your name ingrained in their brains so they can
“store” you
- **Repeat:** Be able to recall what you do and refer business to
you when an opportunity pops up that you’d be interested in

The Journey to Discovering and Evolving Your Brand

- ✓ **Define Yourself**
 - Consider who you are and what you want to be known for
 - Consider what you are good at
 - Consider your character and beliefs
 - Consider where you might be vulnerable or need rebranding
 - Consider your trademark
 - ❖ What makes you special now?
 - ❖ What could make you special in the future?

- ✓ **Check Yourself**
 - Seek out feedback
 - Listen and receive
 - Balance aspirations and reality
 - Build a narrative
 - Be deliberate
 - Live your narrative

- ✓ **Believe in Yourself**
 - Stay true to you
 - Align your abilities and aspirations
 - Be resilient
 - Enjoy the journey
 - Maintain a sense of humor



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The 8 C's of Personal Brand Management



BRAND ELEMENTS: CHARISMA

Do not underestimate the power of charisma in your life.
Charisma is a personal magnetism that will give you – and
your personal brand – a distinct advantage over others.



Max Weber

Charisma, “The *It* Factor”



- Many call charisma “The It Factor” – a quality that:
 - ❖ Induces strong emotions in others
 - ❖ Lets people know that they really matter
 - ❖ Easily draws attention, trust and admiration
- Charisma is an elusive thing for most people. It’s hard to define, but we know “it” when we see “it.”
- When a charismatic person enters a room, people naturally gravitate to them because charismatic people have a natural “presence” and personal magnetism.

What is Charisma?

We all know “It” when we see it...but what really is charisma

How can we get charisma and use it effectively?

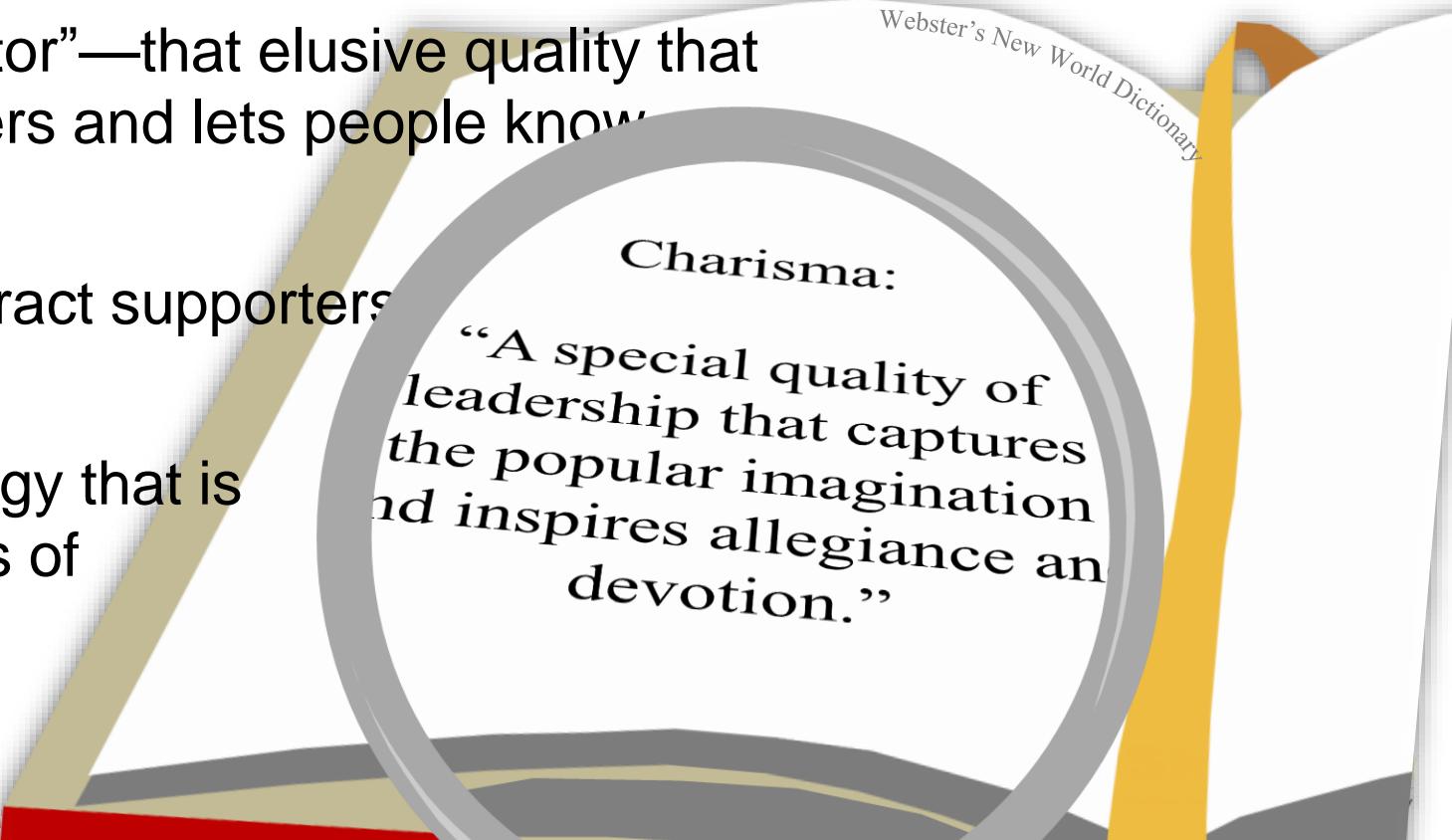
Are only a lucky few born with charisma, or can it be acquired?

- Many call charisma the “It Factor”—that elusive quality that induces strong emotion in others and lets people know they really matter.
- Charismatic Leaders easily attract supporters trust and admiration.
- Charisma is an intangible energy that is one of the most powerful forms of persuasion and influence.



Charisma:

“A special quality of leadership that captures the popular imagination and inspires allegiance and devotion.”



Webster's New World Dictionary

An Inside Job

Charismatic people capture the imagination of others by being themselves,
because they're extra-human, versus super-human.

Charismatic leaders

- ❖ Expect and give acceptance
- ❖ Encourage people to be more real and vulnerable
- ❖ Know how to relate very personally
- ❖ Treat everyone as equally important and valuable

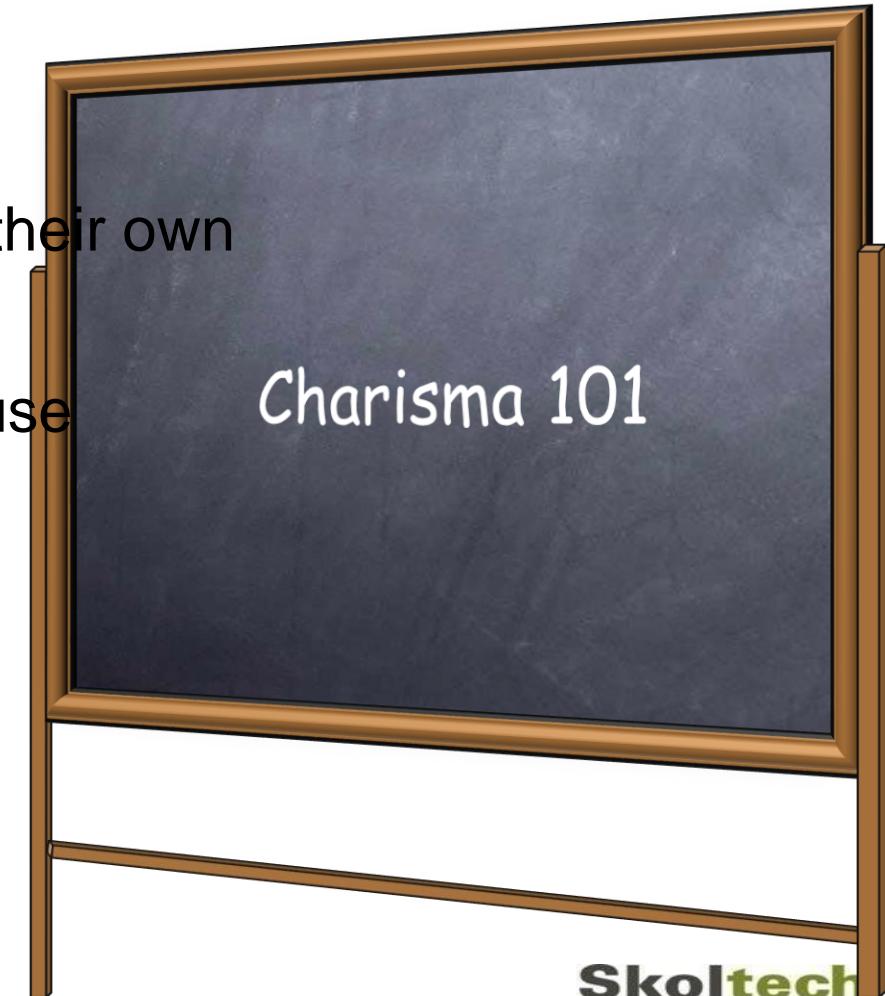


Can Charisma Be Taught?

Yes! Cultivating and projecting charisma can indeed be taught.

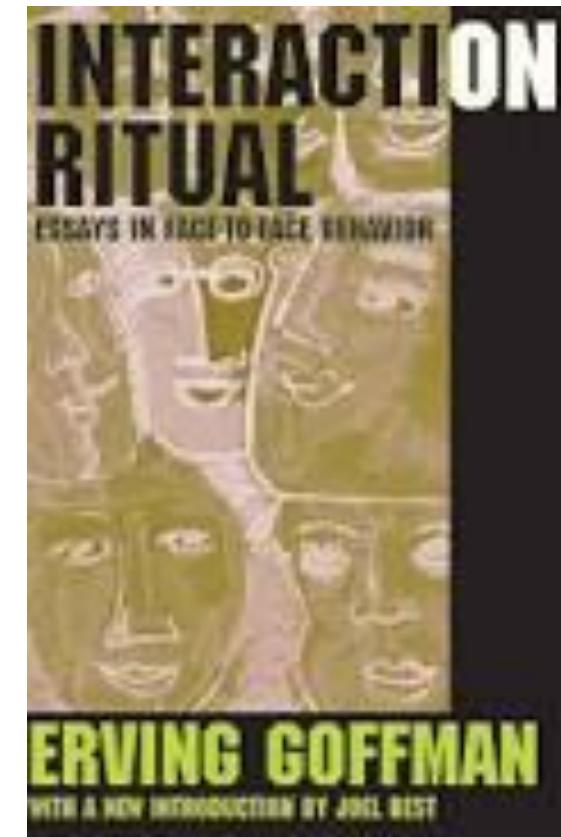
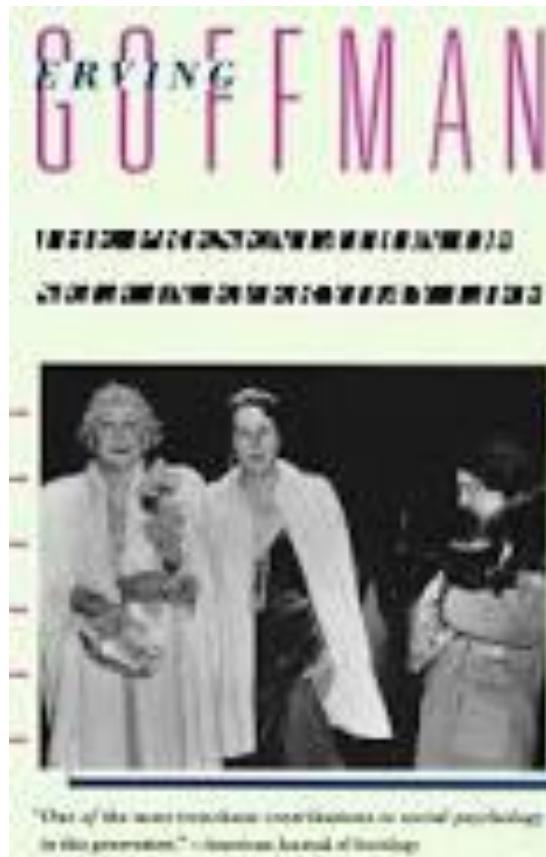
Charismatic people know that real success begins in their own minds:

- ❖ They are treated as visionaries and leaders because they know how to consciously “manage” their impact and effect on others.
- ❖ They expect and give acceptance and relate personally to others.
- ❖ They treat others like they are the most important people in the room.



SELF-PRESENTATION

SELF-PRESENTATION AND IMPRESSION MANAGEMENT



Social Perception



Social Perception

→ ***Social Perception—process through which people seek to know and understand others***



Self-presentation

- The processes individuals use to control the impressions of others social interaction.



Types of Self-presentation

- **Authentic** - Goal is to create an image consistent with the way we view ourselves.
- **Ideal** - Goal is to establish an image consistent with what we wish we were.
- **Tactical** self-presentation - Goal is to establish a public image consistent with what others want or expect us to be.

Self-Presentation in Everyday Life

Successful self-presentation involves:

- establishing a workable definition of the situation.
- disclosing information about the self that is consistent with the claimed identity.

Definition of the Situation

- For social interaction to proceed smoothly, people must achieve a shared definition of the situation.
- They need to agree on who they are, what their goals are, what actions are proper, and what their behaviors mean.

Establishing a Definition of the Situation

People must agree on the answers to several questions:

1. What type of social occasion is at hand?
 - What is the frame of the interaction?
2. What identities do the participants claim and what identities will they grant one another?

Frames

A frame is a set of widely understood rules or conventions pertaining to a transient but repetitive social situation that indicates which roles should be enacted and which behaviors are proper.

Situated Identity

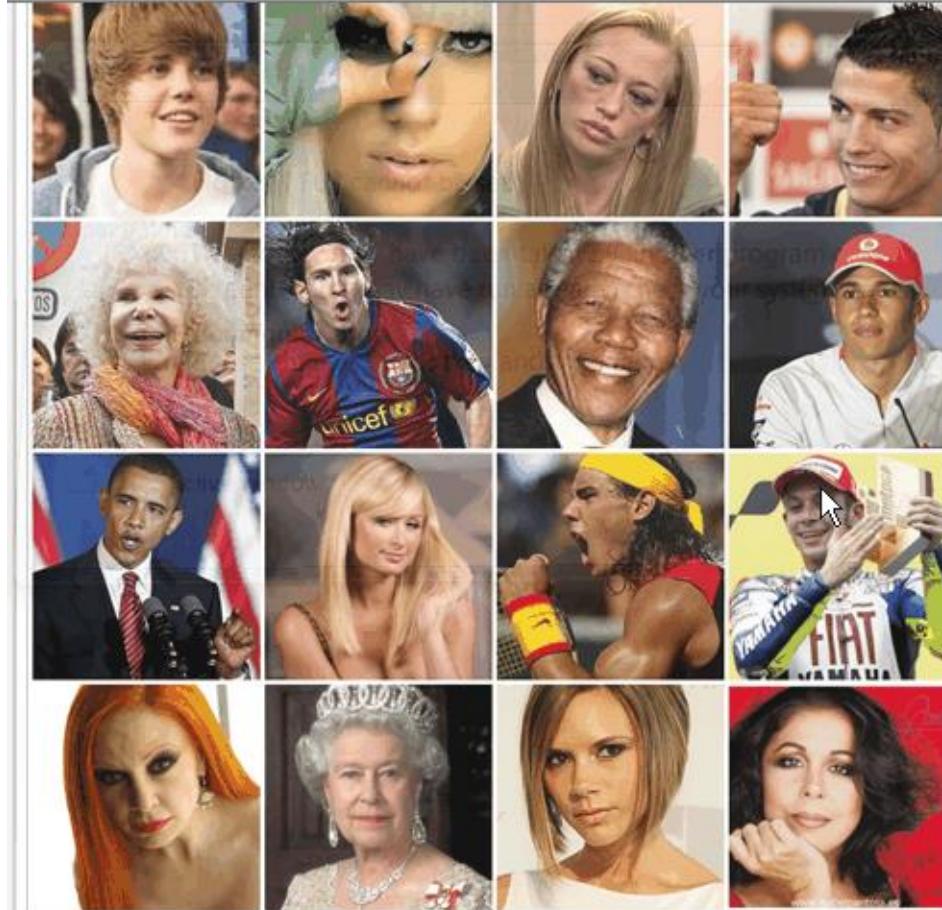
Each person participating in an interaction has a situated identity - a conception of who he or she is in relation to the other people involved in the situation.

Self-disclosure

- The process of revealing personal aspects of one's feelings and behavior to others.
- Self-disclosure is usually two-sided and gradual, and it follows a norm of reciprocity.

Managing Appearances

- People often try to plan and control their appearance.
- The term, *appearance*, refers to everything about a person that others can observe.



Managing Appearances

- Personal appearance includes:
 - Clothes
 - Grooming
 - Habits (such as smoking or chewing gum)
 - Personal possessions
 - **Verbal communication**
 - **Nonverbal communication**

Regions

Goffman draws a parallel between a theater stages and the regions we use to manage appearances.

- Front regions are settings in which people carryout interaction performances and exert efforts to maintain appearances.
- Back regions are inaccessible to outsiders in which people violate the appearances they present in front regions.

Opinion Conformity

- Faced with a target person who has discretionary power, an ingratiator may try to curry favor by expressing insincere agreement on important issues.
- This tactic is often successful because people tend to like others who hold opinions similar to their own.

Other Enhancement and Supplication

- Using flattery on the target person.
- To be effective, flattery cannot be careless or indiscriminate.
- Supplication is convincing a target person that you are needy and deserving.

Selective Self-Presentation

Two distinct forms of selective self-presentation

- **self-enhancement** - A person advertises his or her strengths, virtues, and admirable qualities.
- **self-deprecation** - A person makes only humble or modest claims.

Aligning Actions

Attempts to define their apparently questionable conduct as in line with cultural norms.

- Aligning actions repair cherished social identities, restore meaning to the situation, and re-establish smooth interaction.
- Two important types of aligning actions are disclaimers and accounts.

Disclaimers

- An assertion intended to ward off negative implications of impending actions by defining these actions as irrelevant to one's established identity.

Accounts

- The explanations people offer to mitigate responsibility after they have performed acts that threaten their social identities.

Altercasting

The use of tactics to impose roles and identities on others.

- Through altercasting, we place others in situated identities and roles that are to our advantage.

The Downside of Self-Presentation

1. Self- presentation may lead to risky behavior.
2. The consequences of tactical self-presentation in romantic relationships can include reduced commitment to the relationship.

Detecting Deceptive Impression Management

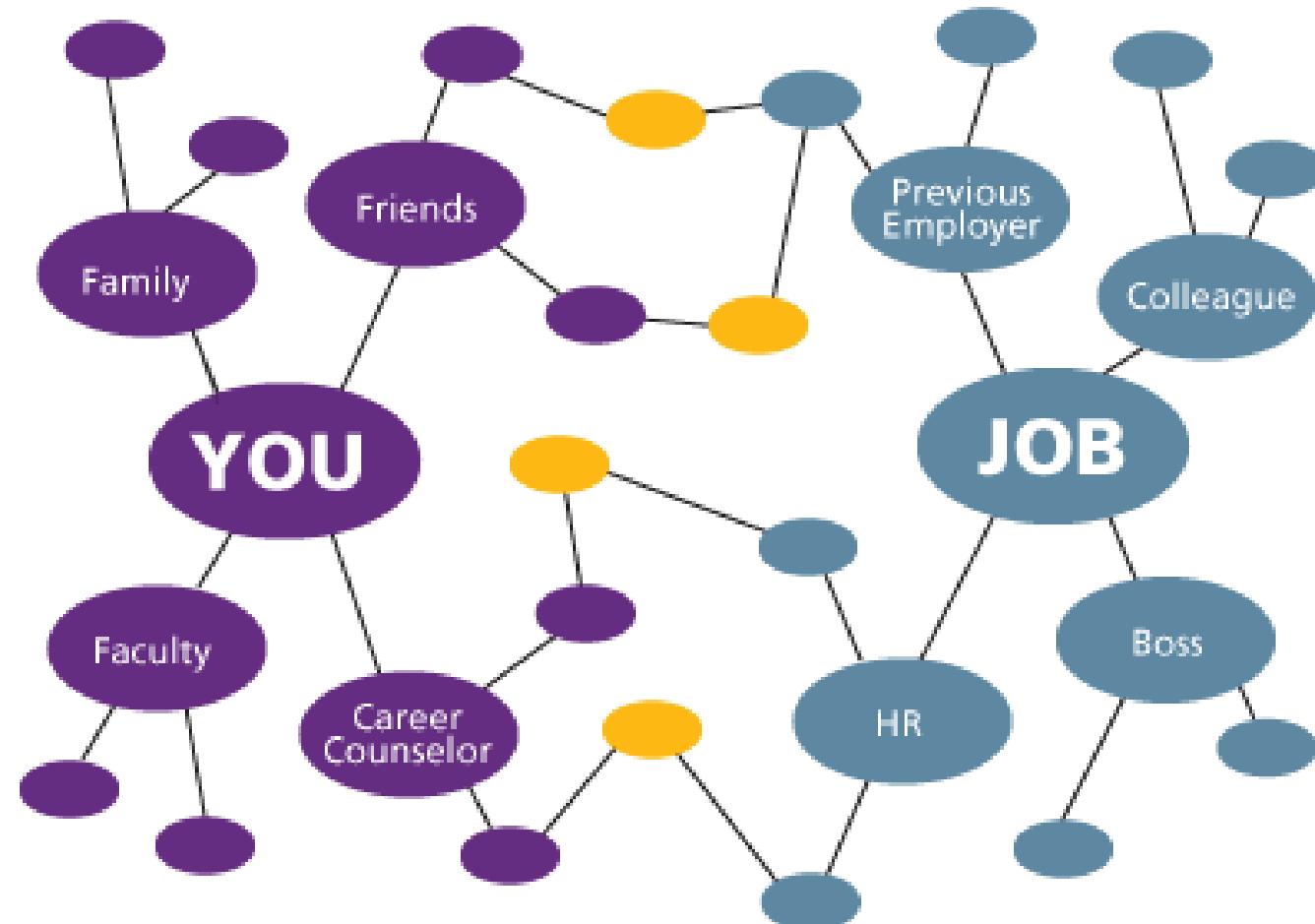
To detect deceitful impression management:

1. Assess possible ulterior motives.
2. Scrutinize nonverbal behavior.

Consequences of Ineffective Self-presentation

1. People are embarrassed when their identity is discredited.
2. Repeated failures in self-presentation lead others to modify the offender's identity through deliberate actions.
3. Physical, moral, and social handicaps stigmatize individuals and permanently spoil their identities.

Networking



What is Networking?

→ The process of discovering and utilizing **connections** between people. Networks stem from friendships or business relationships. **Everyone knows other people, and thus has a network.** But "networking" implies **movement beyond** one's immediate network and involves tapping into other people's networks.



What is the definition of Networking and why is it important?

- Networking is the **development** and **maintenance** of **mutually valuable** relationships

Key words :

Development – Takes time

Maintenance – ‘Not a one-time occurrence’

Mutually valuable relationships – Focus is not ‘me’ centered

- WHY is networking important?

Networking is the #1 way to find a job you want

Over 60% of job opportunities are obtained through networking

Networking Obstacles

- Reasons why Networking does not always come easy
 - Fear
 - Personality Types
 - Unfamiliar Territory
 - Getting started
- Helpful Hints
 - Develop your personal ‘elevator speech’ or commercial
 - Practice with friends who can provide helpful feedback

Take one step at a time

- Develop a Networking Plan
 - Who
 - When
 - Where
 - How

- Work the plan
 - Follow-up with every lead in a timely manner
 - Keep a record of conversations and meetings (PIM)
 - Develop a contact follow-up schedule
 - Thank those who help you

Develop a Networking Plan – Who?

➤ Social Networks

- Friends, Family, Neighbors
- Alumni contacts
- Volunteer contacts
- Use networking tools
- Network, Facebook, LinkedIn, LinkedIn/Classmates, alumni groups

➤ Professional Networks

- Chamber of Commerce
- Professional Networking events
- Economic Development Groups
- Small Business Development Groups
- Public Hearings
- Committee Involvement

Develop a Networking Plan – How?

➤ *Informational Interviews*

- Can you tell me more about this company
- What do you do there?
- What do you like about your company?
- How did you get your position?
- What type of education or training are needed for this type of job?
- How do you apply for a position at your company? Is there someone in particular I should talk to?
- Can you look at my resume and give me some feedback?

➤ *One-On-Many Approach*

- Offer to speak at various local groups, organizations and associations
- Transform your expertise into an informative, concise and entertaining speech that will help others boost business
- Writing articles or tip sheets about hot topics in your industry

Recommendations

Networking Tips

- Get a short and appropriate email address
- Order business/resume cards
- Write and master a 60 second pitch(record & listen)
- Build a LinkedIn profile and update it often – Add recommendations
- Become active on LinkedIn groups
- Sign up on Twitter – follow any people who follow you
- Create an appropriate Facebook page
- Join organizations & networks, chambers of commerce & business networks
- Participate in discussion forums

Recommendations

Networking Tips

- Join professional organizations
- Attend industry conferences
- Attend Job Fairs
- Join support groups
- Volunteer your time and talents to worthy causes
- Join a gym
- Identify mentors and/or coaches
- Schedule and conduct informational interviews
- Utilize Alumni Associations and career offices
- Follow up better than your competition
- Send Thank You Notes

Important Networking Do's and Don'ts

□ Networking Do's

- Be genuine and authentic, building trust and relationships
- Develop your goals for each networking meeting
- Visit groups that spark your interest
- Hold volunteer positions
- Ask Open-Ended questions
- Become known as a resource to others
- Articulate what you are looking for & what you do
- Follow through quickly and efficiently on referrals
- Understand the needs of the people you are networking with and offer some value to THEM
- Try to contact one person per day
- Go beyond your industry

□ Networking Don'ts

- Don't fear the 'big shots'
- Don't corner a 'heavy-hitter' with your personal life story at a social event
- Don't hand out business cards to everyone
- Don't only talk to people you know
- Don't waste time talking to chatter-boxes
- Don't drink too much at evening events—obviously!
- Don't expect anything
- Don't dismiss anyone as irrelevant
- Don't take 'NO' personally

thx.



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