

**American College of Physicians - Internal Medicine Meeting 2023
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**Personal Branding: Knowing and Promoting You (Session is not designated for
CME credit.)**

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Clinical questions to be addressed:

1. Define and refine your own personal brand, 3-word mantra.
2. Expand your personal brand into adaptable 15/30 second core messages.
3. Be aware of social media avenues to enhance your brand and visibility.

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Personal Branding: Knowing and Promoting You

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Learning Objectives

- Understand the importance of an authentic brand
- Define your own personal brand, 3-word mantra and core message
- Use your 3-word mantra and core message to enhance visibility and further your impact
- Be aware of social media avenues to promote your brand

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Definition of Personal Branding

Characteristics created around your name, individual attributes, skill set, and/or career accomplishments.

- A trademark – asset to protect and continuously mold and shape
- Incorporates your values and passions
- For what you are known

It is a leadership requirement, not a self-promotion campaign.

If you don't define your brand, someone else will.

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Personal Brand is Dynamic

- Your personal brand or identity is dynamic, continually being formed and reformed.
- Your personal brand is determined by your experiences and worldview
 - How you understand yourself
 - How you present yourself
 - How you wish to be perceived and recognized by others

In the setting of:
Connections
Context
Profession



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Importance of Personal Branding to Advancement

Talent alone is not enough to be successful in the competitive workplace.

- Doing your job and waiting to be recognized is passive and does not lead to advancement.

When one does not have clarity of personal brand, the message is confusing, disruptive, and leaves the audience feeling **spammed**.

Be proactive, strategic – and articulate your brand!

Authenticity is critical to brand success.

Be honest and consult your Team.



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Personal Branding

"Be yourself because everyone else is already taken."

~ Oscar Wilde

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

~ Jeff Bezos

"You cannot communicate in a vacuum." Think carefully about how you send your message.

~ John Lewis

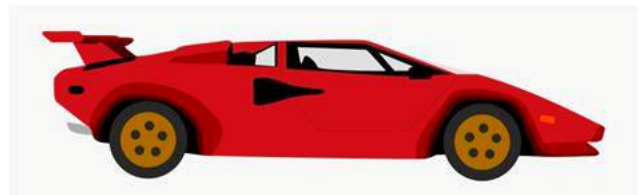
- Promise + Experience = Relationship
- Brands are relationships developed over time.



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What is the brand?



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Graceful Self Promotion

Self promotion is a technique by which one emphasizes his/her own attributes (personal brand) in order to be seen positively and effectively in the eyes of the target audience.

- Self promotion is not the end goal.
- Self promotion is neither selfish nor a reflection of being conceited.
- Self promotion is your responsibility.

Who knows your story better than you do?

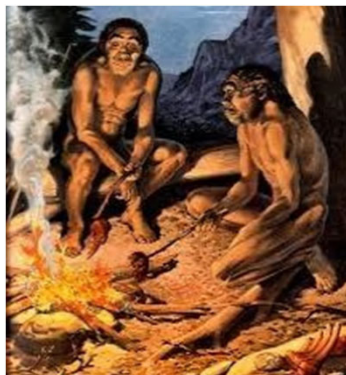


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Storytelling

- Dates back 9,000 years.



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Stories Can Illicit Brain Responses

- **Oxytocin**-generosity, trust, bonding
- **Endorphins**-humor, creativity, relaxation
- **Dopamine**-focus, motivation, memory
- **Cortisol and Adrenalin**-intolerance, criticism, poor decision-making



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Activity:

Knowing Yourself and Developing your Personal
Brand 3-Word Mantra

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- Individual reflection of identifying your skills/strengths
- Four step process – create your brand, 3-word mantra
- Practice articulating your 3-word mantra-say it to yourself
- Receive feedback from the group:
 - Which brands stand out as clear and definitive?
 - Do you have wording suggestions to make any more impactful?

Introductions- FS , MM and RRP 3-word mantras, do you recall?

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Developing Your Personal Brand Mantra Step 1

1. Determine Your Emotional Appeal

Think broadly about your personality and how it affects the experience of someone working with you. Make a list of words that describe these features of your personality.

- Collegial
- Supportive
- Passionate

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Developing Your Personal Brand Mantra

1. Determine Your Emotional Appeal

Think broadly about your personality and how it affects the experience of someone working with you. Make a list of words that describe these features of your personality.

Pick one word to summarize.

- Collegial
- Supportive
- **Passionate**

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Developing Your Personal Brand Mantra Step 2

2. Determine Your Description

Come up with a **descriptive** modifier that brings clarity to the emotional modifier, identifying for what or for whom your brand is intended. You might choose to use your work (e.g., healthcare) or a tangible skill (e.g., creative).

- Interdisciplinary
- Faculty
- Clinical/Basic

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Developing Your Personal Brand Mantra

2. Determine Your Description

Come up with a **descriptive** modifier that brings clarity to the emotional modifier, identifying for what or for whom your brand is intended. You might choose to use your work (e.g., healthcare) or a tangible skill (e.g., creative).

Pick one word to summarize.

- **Interdisciplinary**
- Faculty
- Clinical/Basic

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Developing Your Personal Brand Mantra Step 3

3. Determine Your Function

Write down what, exactly, you do (or will do) (e.g., scientist, physician, manager, leader, innovator). What service do you offer people?

- Advocate
- Researcher
- Collaborator
- Pediatrician

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Developing Your Personal Brand Mantra

3. Determine Your Function

Write down what, exactly, you do (or will do) (e.g. scientist, physician OR manager, leader, innovator). What service do you offer people?

Pick one word to summarize.

- Advocate
- **Researcher**
- Collaborator
- Pediatrician

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Developing Your Personal Brand Mantra Step 4

4. Put It All Together

Look at your three words and combine them into a short sentence or phrase. Should communicate clearly who you are, simply and memorably. Is this you?

- **Passionate Interdisciplinary Researcher**
- Supportive Faculty Advocate
- Dependable Strategic Planner
- Go-to Woman Mentor
- Creative Professional Connector

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TIME TO SHARE!



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Expanding the 3-Word Mantra

- Thinking of our scenarios or one in which you recently were involved, how might you create a **core message** to give more explanation and details around who you are and what you are doing.
- It highlights the key points of what you want your audience to remember about your brand
- More like a mission and vision statement of yourself
- You will want to have a 15/30 second version that can be adapted
- Often referred to as an *Elevator Speech*



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Core Message:

- I am an innovative, enthusiastic physician educator who is devoted to developing confident, competent and dynamic physician leaders of tomorrow. I believe that high quality patient care and professional satisfaction is achieved by prioritizing physician wellbeing, professional development and advocacy in the field of medicine.
- Evidence of my contributions/successes in this realm are: state clearly
- Think of your 3 words in columns, fill in each column with why, what, and how you are being effective.

Let's practice!



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VISIBILITY



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Articulating the Brand Message

- **Demonstrate** your value – walk the talk – speak up at meetings, engage in community involvement, participate in committees/panels/boards – DELIVER!
- **Practice** perfects your presentation & allows enthusiasm & knowledge to shine through.
- **Use** selective factual updates.
- **Employ others and social media** to spread the message and provide feedback.

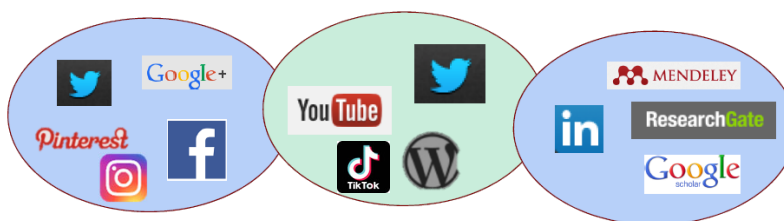


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Categories of Social Platforms

(All shown are free to the public for use)



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Social Media

- Strategically engaging in social media is an avenue to promote your personal brand
- Social media platforms range from purely personal to purely professional
- Reflect on brands and messages which have stuck with you in both *positive and negative* forms...use this info and impressions to perfect your brand.
- What is the message and technique which best sells your message?

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Sharing Your Responses

- Do you feel your statement was:
 - authentic?
 - clear?
 - impactful?
- Did what you wanted to say as your personal brand come across?
- Did you project something you did not intend or that was not necessary?
- How might future roles or activities require you to update your 3-word mantra?
- When you return home HOW will you use this?

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In Summary:

- Learned the importance of an authentic brand
- Created your 3-word mantra
- Drafted a core message
- Highlighted the importance of visibility to promote impact
- Discussed ways to use social media to enhance your personal brand and core message

