

Project “You”



Designing your personal brand at Cisco

Step 1:
Clarify
Performance
Results

Step 2:
Choose
Brand
Qualities

Step 3:
Prioritize
Brand
Qualities

Step 4:
Develop
Brand
Statement

Live your brand through every-day actions

Step 1: Clarify Performance Results



Get Clear on Performance Results

Ask yourself what you want to achieve in the next year. In the next 12 months, what are the major results I want to deliver at work? Take account of: Customers/Partners, Stakeholders, Employees, Peers, and Cisco as a whole. Remember that your Brand is outward focused; it is about delivering results. While identifying innate strengths is an import part of defining your leadership brand, the starting point is clarifying what is expected of you from others.

Questions to consider:

- *In the next 12 months, what are the major results I want to deliver at work?*
- *To whom do you provide value?*
 - *What do they want, what do you do to meet expectations?*
- *What outcomes are you seeking?*

How do you help Cisco execute on it's strategy?

Whichever question resonates with you, follow that train of thought.

Performance Results for the next 12 months

[illegible]

Step 2: Determine Brand Qualities



What Are Your Brand Qualities?

Brand Quality List: Your Top 6

Given the context of the performance results you want to achieve, consider how you wish to be perceived. From the chart below, pick the six descriptions that best capture what you want to be known for. Focus on more Emotional Brand Qualities that will differentiate you.

<input type="checkbox"/> Accepting	<input type="checkbox"/> Diplomatic	<input type="checkbox"/> Loyal	<input type="checkbox"/> Thorough
<input type="checkbox"/> Accountable	<input type="checkbox"/> Disciplined	<input type="checkbox"/> Nurturing	<input type="checkbox"/> Thoughtful
<input type="checkbox"/> Action-oriented	<input type="checkbox"/> Driven	<input type="checkbox"/> Optimistic	<input type="checkbox"/> Tireless
<input type="checkbox"/> Adaptable	<input type="checkbox"/> Easy-going	<input type="checkbox"/> Organized	<input type="checkbox"/> Tolerant
<input type="checkbox"/> Agile	<input type="checkbox"/> Efficient	<input type="checkbox"/> Outgoing	<input type="checkbox"/> Trusting
<input type="checkbox"/> Agreeable	<input type="checkbox"/> Emotional	<input type="checkbox"/> Passionate	<input type="checkbox"/> Trustworthy
<input type="checkbox"/> Analytical	<input type="checkbox"/> Energetic	<input type="checkbox"/> Patient	<input type="checkbox"/> Unyielding
<input type="checkbox"/> Approachable	<input type="checkbox"/> Enthusiastic	<input type="checkbox"/> Peaceful	<input type="checkbox"/> Values-driven
<input type="checkbox"/> Assertive	<input type="checkbox"/> Even tempered	<input type="checkbox"/> Pensive	<input type="checkbox"/>
<input type="checkbox"/> Attentive	<input type="checkbox"/> Fast	<input type="checkbox"/> Persistent	<input type="checkbox"/>
<input type="checkbox"/> Benevolent	<input type="checkbox"/> Flexible	<input type="checkbox"/> Personal	<input type="checkbox"/>
<input type="checkbox"/> Bold	<input type="checkbox"/> Focused	<input type="checkbox"/> Playful	<input type="checkbox"/>
<input type="checkbox"/> Bright	<input type="checkbox"/> Forgiving	<input type="checkbox"/> Pleasant	<input type="checkbox"/>
<input type="checkbox"/> Calm	<input type="checkbox"/> Friendly	<input type="checkbox"/> Polite	<input type="checkbox"/>
<input type="checkbox"/> Caring	<input type="checkbox"/> Fun-loving	<input type="checkbox"/> Positive	<input type="checkbox"/>
<input type="checkbox"/> Charismatic	<input type="checkbox"/> Good listener	<input type="checkbox"/> Pragmatic	<input type="checkbox"/>
<input type="checkbox"/> Clever	<input type="checkbox"/> Happy	<input type="checkbox"/> Prepared	<input type="checkbox"/>
<input type="checkbox"/> Collaborative	<input type="checkbox"/> Helpful	<input type="checkbox"/> Proactive	<input type="checkbox"/>
<input type="checkbox"/> Committed	<input type="checkbox"/> Honest	<input type="checkbox"/> Productive	<input type="checkbox"/>
<input type="checkbox"/> Compassionate	<input type="checkbox"/> Hopeful	<input type="checkbox"/> Quality-oriented	<input type="checkbox"/>
<input type="checkbox"/> Competent	<input type="checkbox"/> Humble	<input type="checkbox"/> Realty-based	<input type="checkbox"/>
<input type="checkbox"/> Concerned	<input type="checkbox"/> Independent	<input type="checkbox"/> Respectful	<input type="checkbox"/>
<input type="checkbox"/> Confident	<input type="checkbox"/> Innovative	<input type="checkbox"/> Responsible	<input type="checkbox"/>
<input type="checkbox"/> Confrontative	<input type="checkbox"/> Insightful	<input type="checkbox"/> Responsive	<input type="checkbox"/>
<input type="checkbox"/> Conscientious	<input type="checkbox"/> Inspired	<input type="checkbox"/> Results-oriented	<input type="checkbox"/>
<input type="checkbox"/> Considerate	<input type="checkbox"/> Integrative	<input type="checkbox"/> Satisfied	<input type="checkbox"/>
<input type="checkbox"/> Consistent	<input type="checkbox"/> Intelligent	<input type="checkbox"/> Savvy	<input type="checkbox"/>
<input type="checkbox"/> Creative	<input type="checkbox"/> Intimate	<input type="checkbox"/> Self-confident	<input type="checkbox"/>
<input type="checkbox"/> Curious	<input type="checkbox"/> Inventive	<input type="checkbox"/> Selfless	<input type="checkbox"/>
<input type="checkbox"/> Decisive	<input type="checkbox"/> Kind	<input type="checkbox"/> Sensitive	<input type="checkbox"/>
<input type="checkbox"/> Dedicated	<input type="checkbox"/> Knowledgeable	<input type="checkbox"/> Service-oriented	<input type="checkbox"/>
<input type="checkbox"/> Deliberate	<input type="checkbox"/> Lively	<input type="checkbox"/> Sincere	<input type="checkbox"/>
<input type="checkbox"/> Dependable	<input type="checkbox"/> Logical	<input type="checkbox"/> Sociable	<input type="checkbox"/>
<input type="checkbox"/> Determined	<input type="checkbox"/> Loving	<input type="checkbox"/> Straightforward	<input type="checkbox"/>

Step 3: Define Your Brand



Prioritize Your Brand Qualities

Transfer your 6 Brand Qualities to the column labeled “Brand Qualities”. Narrow and prioritize your 6 Brand Qualities down to reflect your desired brand. Re-write them in the “First Cut” and “Final Cut” columns to gain clarity.

- *“What would I benefit from being known for”*
- *“What will best differentiate me”*
- *“How do I want to structure my brand/reputation”*
- *“What would best serve me in my career for this next year”*

Brand Qualities	First Edit	Final Edit
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____
4. _____	4. _____	4. _____
5. _____	5. _____	5. _____
6. _____	6. _____	6. _____

My Prioritized Brand Qualities

Write your final Brand Quality prioritized list here:

Brand Qualities

1.

2.

3.

4.

5.

6.

Step 4: Brand Statement



Constructing Your Brand Statement

Here pull everything together in a brand statement that makes a “so that” connection between what you want to be known for (performance results) and your desired results (brand quality). Use the templates below to draft your statement. Feel free to edit the words (even the printed words in the statement) so that you are comfortable with the result.

“I want to be known for being _____ so that I can deliver
_____.”

“I want to be known for being _____ so that I can deliver
_____.”

“I want to be known for being _____ so that I can deliver
_____.”

With your brand statement drafted, ask the following questions to see if it needs to be refined:

- 1. Is this the brand identity that best represents who I am and what I can do?
If you lived this declaration would you see yourself as successful? Are you willing to tell others that this is your brand?*
- 2. Is this brand identity something that creates value in the eyes of my organization and key stakeholders? Is this something that is needed?
Is this something that is relevant and needed at Cisco in the next 12 months?*
- 3. What risks am I taking by exhibiting this brand?
What will the brand keep you from understanding and doing? Don't go with a brand that supports Cisco values but not your own personal values and strengths.*
- 4. Can I live this brand?
Do you have the ability to translate the qualities you articulate in your brand statement into day-to-day behavior? Can you make specific time commitments to live the leadership brand you espouse? Can you translate it into the decisions and choices you make?*

Brand Statement for the Next 12 Months



“I want to be known for being_____ so that I can deliver
_____.”

Brand Actions:

- How will you express your brand qualities?
- What actions will you take to build a stronger reputation?
- How will you leverage your strengths to advance your career?
- What changes can you make to diminish weaknesses?
- One action per week to take in the next 5 weeks for a total of 5 actions.

Step 5: Action Planning



Action Plan to Live Your Brand

Work to put your brand into play every day in every interaction. This is how to advertise and gain positive visibility to your brand and reputation. Share your brand statement as an intention with others and invite both positive and developmental feedback around your brand.

Write the names of at least 3 people and schedule time to share your brand statement.

I will share my brand statement with the following people:

1.

2.

3.

Questions to ask in the conversation:

Ways to elicit strengths:

“What are my top 3 strengths”?

“What am I known for”?

“What am I the “go-to” person for”?

Ways to elicit development areas:

“What should I work on improving”?

“What are 3 areas for improvement for me”?

“What should I change to improve or to get to the next level of responsibility”?

Action Plan to Live Your Brand (continued)

Ask yourself these questions:

- How can you incorporate your strengths, competencies and qualities into what you do every day?
- What changes can you make to diminish weaknesses?
- What are your top 3 insights from this branding exercise?
 - What can you do to turn those insights into action?
- How will you express your brand qualities (through behaviors)?
- What actions will you take to build a stronger reputation?
- How will you leverage your strengths to advance your career?
- One action per week to take in the next 5 weeks for a total of 5 actions.

Ideas for Action

1.

2.

3.

4.

5.

6.