



Creating a Winning Personal Brand

Presented by
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This presentation is a high-level summary of
Bjorn Austraat's
4M Personal Branding™ Program

For additional tips on building a winning
personal brand, please visit
<http://bjornastraat.wordpress.com>


For a free personal branding discovery
session, please contact bjorn@austraat.com

What can a personal brand do for me?

- ✓ Accelerate your job search using a multi-channel communication strategy
- ✓ Transition more easily into a new career
- ✓ Learn to calculate your true worth for more rewarding salary negotiations
- ✓ Be prepared for change and gain clarity on long-term career objectives

What else can I use personal branding lessons for?

- ✓ Communicate more effectively in social, professional, or volunteer settings
- ✓ Build a “brand” for projects and proposals to accelerate communication and sales cycles



Market **The 4**

Message **Pillars of**

Money **Personal**

Meaning **Branding**



Market **How do I address my customers' needs?**

Message **How can I communicate my unique value?**

Money **How should I price my personal offering?**

Meaning **What does it all mean to me and my community?**



Market

How do I address my
customers' needs?

Market – Customer Needs

Step 1: Perform customer-centric needs analysis

Your personal brand's "customers" are employers, venture partners, team members and other individuals or organizations.

Try to determine the stated and unstated needs of your customers to derive overall market needs.

- What business outcomes are they seeking?
- Can you address some of your customers' deeper social and emotional needs, such as reputation, social responsibility, or recognition?

How do I address my customers' needs?

M

arket – Competitors

Step 2: Create an inventory of competitors

A differentiated value proposition also takes into account your competitive field and its offerings.

Your personal brand's "competitors" are people with a similar skill set, both domestically and internationally, automation, and other substitutes for your skills, personality, and presence.

- What is unique to your value that cannot be duplicated or replaced?
- What are your differentiated "right & left brain" composite skills?

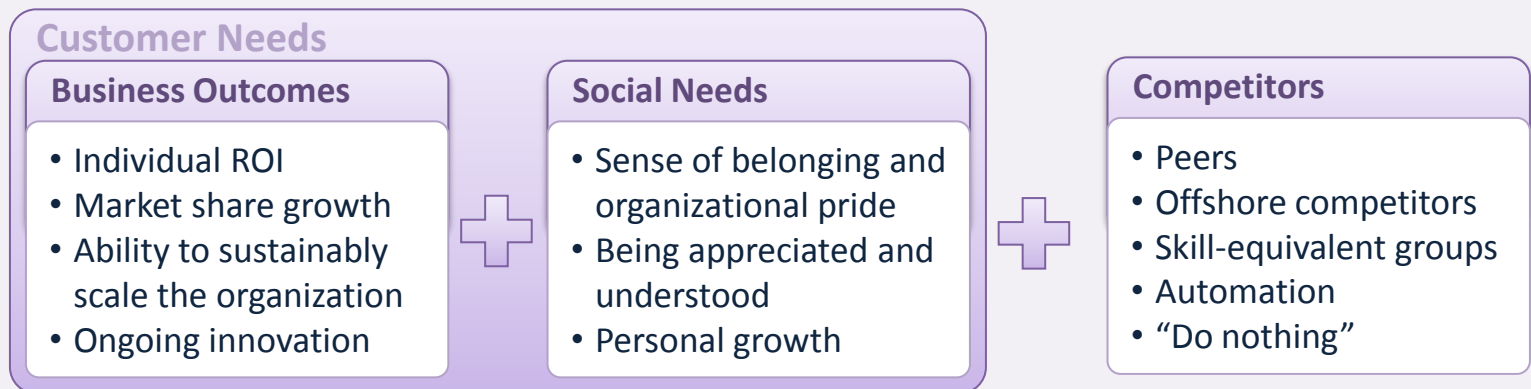
How do I address my customers' needs?

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arket – Value Proposition

Step 3: Craft your value proposition

Your unique value proposition emerges from the combined needs, skills, and competitor matrix.



Value Proposition

How do I address my customers' needs?

Market – Value Proposition

Hint: Always focus your value proposition on outcomes, not the underlying (undifferentiated) skills

Outcomes

- Delivering compelling and profitable online shopping experiences that visitors love
- Peace of mind security
- HR management that makes employees feel at home
- Graphic design that will put a smile on your face

Vs.

Skills

- Languages: Java 1.6, J2EE, C#/.NET 4.0, C/C++ | |
Scripts/Tools: UNIX scripting (sh, ksh), PERL, | | OOD: UML, Design Patterns, Eclipse Designer, Rational Rose Frameworks
- Photoshop CS5.1, Illustrator, Dreamweaver, Excel, PowerPoint, Visio

How do I address my customers' needs?

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arket – Value Proposition

Craft your own!



How do I address my
customers' needs?



M essage

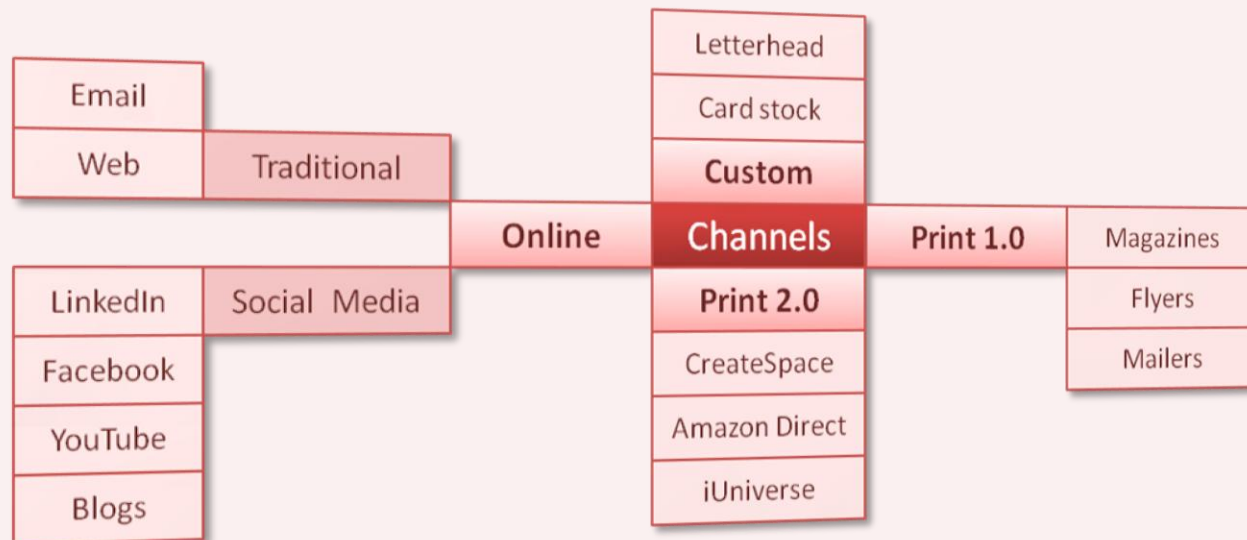
**How can I communicate
my unique value?**

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essage – Communication

Step 1: Create a channel map

Your individual communication plan starts with a careful analysis of the available channels for “getting the word out” about your brand.



How can I communicate my
unique value?

M

essage – Communication

Step 2: Select and create branding elements

All brand elements for your communication plan should mutually reinforce the branding message and core value proposition.

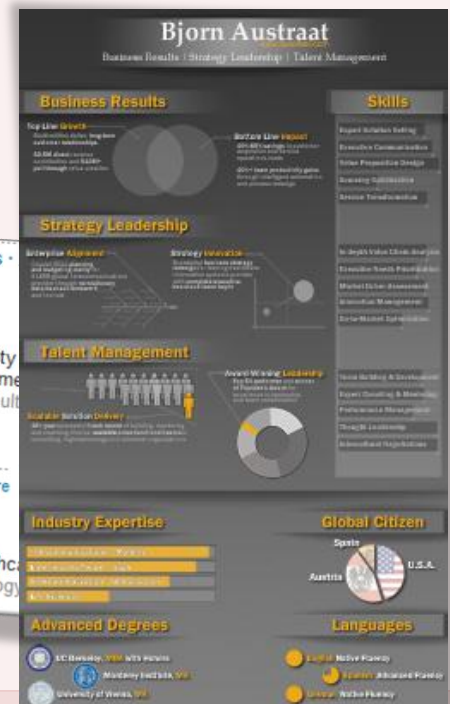
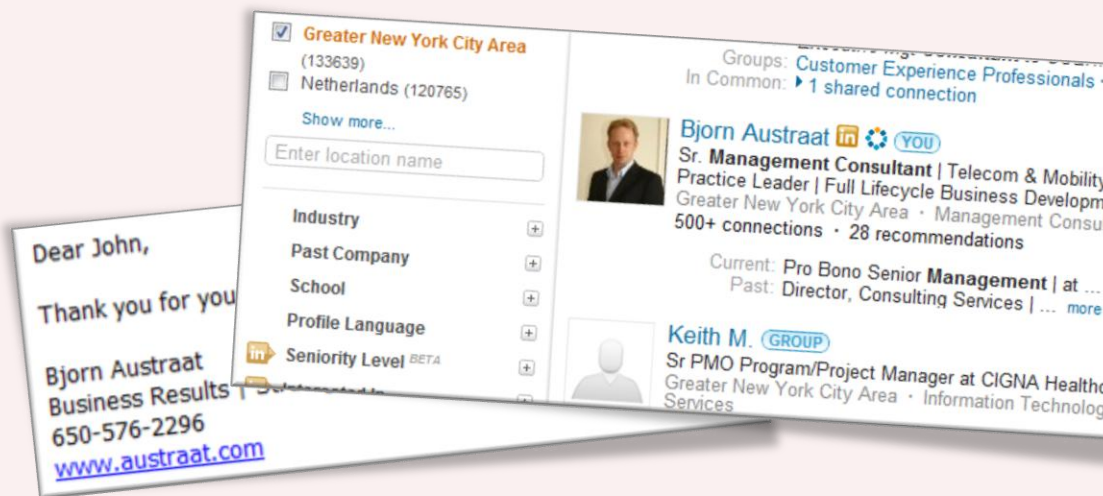
- Email signature
- Traditional resume
- Infographic resume
- Note stock / paper header
- Executive bio / “brag sheet”
- Pitch book / portfolio
- Blog entries
- SEO-optimized web site
- Optimized LinkedIn profile
- Customized logo

**How can I communicate my
unique value?**

Message – Communication

Step 3: Roll out your brand

Prioritize your branding and communication activities by expected ROMI (Return on Marketing Investment).
Leverage sites with high Google scores (LinkedIn, Slideshare) for extra visibility.



How can I communicate my unique value?



Money

How should I price my personal offering?

Money – Cash outflow

Step 1: Create a personal expense statement

To correctly price your personal brand offering, you'll first need clarity about your cash outflow. This includes all one-time and recurring expenses, debt service, and other cash needs.

- Be as detailed as possible and include expenses for non-recurring items such as large purchases or vacations.
- Multiply the cash outflow by 1.4 to estimate your required pre-tax earnings.

How should I price my personal offering?

Money – Profit and loss

Step 2: Assess current or projected revenue totals

For a comprehensive view of revenue, add up your current or projected regular compensation, annual bonuses, stock and equity grants and the cash value of benefits, such as health insurance and vacation days.

Step 3: Create a personal profit & loss statement

You now have all the data you need to create a profit & loss statement for your personal brand. How much do you have to make before taxes to break even? How much to turn a profit? (= accrue savings)

How should I price my personal offering?

Money – Pricing strategy

Step 4: Decide on a pricing strategy

Your pricing strategy will depend on your personal “venture capital” (savings) and a variety of competitive and macroeconomic factors.

- Pricing strategies range from premium-pricing (skimming) to commodity pricing (penetration) approaches.
 - Skimming yields high margins, commodity pricing yields low margins.
- Determine your margin comfort zone to know **which job offers you can accept profitably.**

How should I price my personal offering?



M

eaning

**What does it all mean to
me and my community?**

Meaning – Making your brand matter

Step 1: Check for “brand alignment”

Beyond pricing power, your differentiated brand should be in alignment with your personal life goals and sense of purpose.

- Do you feel confident about your brand? Do your skills and experiences credibly back up your value proposition?
- Does it authentically reflect your material and spiritual life goals?
- Does your brand excite you? Are you going to market to achieve your own or other people’s goals?

What does it all mean to me and my community?

M

eaning – Making your brand matter


Step 2: Evaluate your brand's staying power

As the only constant in life is change, plan for future brand extensions and overall brand elasticity.

If a significant change in the market occurred, how would you reposition your brand?

- Separate functional skills-based from personality and experience-based value propositions to determine the volatile and invariant elements of your personal brand.
- Create a brand roadmap with contingency plans for future changes in your core and peripheral brand elements.

What does it all mean to me and my community?



Market **Start your**

Message **Brand**

Money **Journey**

Meaning **Today!**

Q&A

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Appendix

Bjorn Austraat

www.austraat.com

Business Results | Strategy Leadership | Talent Management

Business Results

Top Line Growth

Multi-million dollar, long-term customer relationships
 \$2.5M direct revenue contribution and \$10M+ pull-through value creation



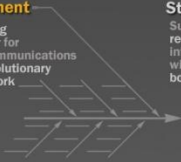
Bottom Line Impact

45%-85% savings in customer acquisition and service operations costs
 40%+ team productivity gains through intelligent automation and process redesign

Strategy Leadership

Enterprise Alignment

Crucial 2011 planning and budgeting clarity for \$1.65B global telecommunications provider through revolutionary data-backed framework and tool set



Strategy Innovation

Successful business strategy redesign for leading healthcare information systems provider with complete executive, board and team buy-in



Talent Management

Scalable Solution Delivery

18+ year successful track record of building, mentoring and coaching diverse, scalable cross-functional teams in consulting, high-technology and volunteer organizations



Award-Winning Leadership

Top 5% performer and winner of Founder's Award for excellence in leadership and team collaboration



Skills

- Expert Solution Selling
- Executive Communication
- Value Proposition Design
- Sourcing Optimization
- Service Transformation
- In-depth Value Chain Analysis
- Executive Needs Prioritization
- Market Driver Assessment
- Innovation Management
- Go-to-Market Optimization
- Team Building & Development
- Expert Coaching & Mentoring
- Performance Management
- Thought Leadership
- Intercultural Negotiations

Industry Expertise

- Telecommunications / Mobility
- Enterprise Software / SaaS
- Internationalization / Globalization
- Life Sciences

Global Citizen



Advanced Degrees

- UC Berkeley, MBA with Honors
- Monterey Institute, MA
- University of Vienna, MA

Languages

- English Native Fluency
- Spanish Advanced Fluency
- German Native Fluency

Sample Infographic Resume

High-res version at www.austraat.com

