Building Your Personal Brand

Presented by Sandra Garlick
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#IAmAWomanWho
Do you dream of being something more…?

DO YOU WANT TO...

✓ reach the next level in business?
✓ make a difference?
✓ inspire others?
✓ be the ‘go to’ person?
Build Your Personal Brand

✓ Grow Yourself
✓ Grow Your Business
✓ Become the Go To Person
✓ Inspire others
Where does our confidence come from?
Set yourself a goal, then work out the ‘how’
Put yourself out there...
The challenges...

➢ A record 309 women on FTSE 100 boards (29% March 2018)
➢ Women are more likely to take charge of the caring responsibilities
➢ Fear of failure
➢ A desire to fulfil 100% of the job role
➢ Maternity and career breaks
Build Your Personal Brand
#1 Learn from Role Models

“You can be anything you want to be”

My Mum
#2 Find Your Passion

"Do it with passion or not at all"

Your WORK is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to LOVE what you do. If you haven’t found it yet, keep looking. DON’T SETTLE. As with all matters of the heart, you’ll know when you find it.

-STEVE JOBS
Inspire
Achieve
Celebrate
“Marketing is no longer about the stuff that you make, but about the stories you tell.”

Seth Godin
Find Your Voice

“Use your voice to inspire and educate others”
#5  Be the Go To Person

“Be memorable...for the right reasons”
#6: Create Opportunities

**INSPIRE** : **ACHIEVE** : **CELEBRATE**
Create Opportunities...
Online : Offline : Face to Face

➢ Articles
➢ Book
➢ Media Opportunities
➢ Awards
➢ Memberships

➢ Interviews
➢ Committees
➢ Host events
➢ Boards
➢ Conferences

INSPIRE : ACHIEVE : CELEBRATE
Remember...

“Life is not a rehearsal, so don’t be afraid to take every opportunity that comes your way. You may not get another chance”

Sandra Garlick
#7: Be Authentic, be unique

“By being your authentic self you are truly unique”
What Does Your Personal Brand Look Like?
Top Tips...

1. Buy your own domain name
2. Be an activist in local organisations
3. Start small and grow into the role you really want
4. Share your story
5. Say YES to opportunities and work out ‘how’ later
6. Don’t take no for an answer, find another way
7. Be a role model and inspire others
“Remember, you can be anything you want to be. Sometimes you just need to stop and take a look at what you have achieved so far.”

Sandra Garlick
Do you want to share your story?
@SandraGarlick @WomanWhoUK

www.womanwho.co.uk
www.ukspeakeracademy.com