

Personal Branding: A Quest for Digital Identity



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Joe Bean

- **Welcome...**



Naser Al Madi

- **Welcome...**

Ajenda

- **Why personal branding**
- **Brand Power**
- **How to define your brand**
- **Digital Identity**
- **Q&A**



Objectives

- **Learn about the importance of personal branding.**
- **Establish personal branding goals for the graduate school experience.**
- **Explore ways to establish an individual digital identity.**

What is a brand?

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“Branding is what people say about you when you are not in the room.” -Jeff Bezos, Amazon CEO

I am a person, do I need a brand?



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Guess what! you already have a brand, the question is whether you want to manage it or not.



Do academics need a brand?

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**“Whether you like it or not, universities have a brand. It’s an image people associate with us.”
-The president of the University of Toronto.**

Brand Power



Brand Power



Brand Power



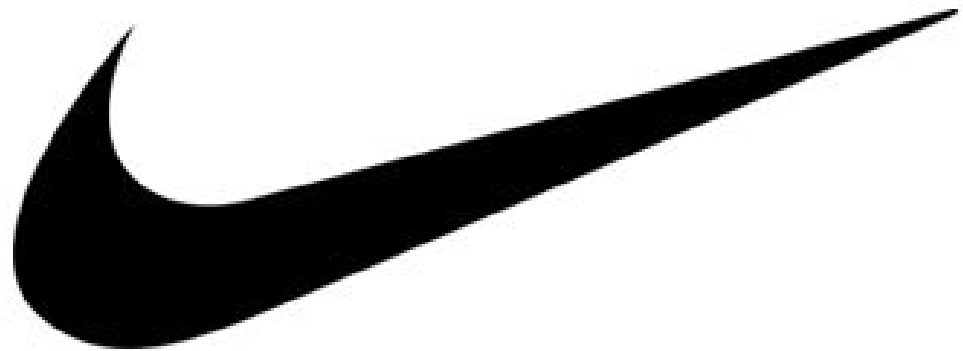
Brand Power



Brand Power



Brand Power



Brand Power



Brand Power



Brand Power



Brand Power

How can you think of yourself as a brand?



Brand Power

How can you think of yourself as a brand?

What do you want associated with your name?



Brand Power

How can you think of yourself as a brand?

What do you want associated with your name?

Associate with other strong brands

Brand Power

What personal branding is ***NOT***...

Bragging

Someone that you are not

False self-image



Brand Power

What personal branding *is...*

Michelangelo said “Every block of stone has a statue inside it, and it is the task of the sculptor to discover it.”

Your task...*is to discover and develop those things that make you unique and that define your personal brand.*



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- Extend your classroom and your scholarship.
- Encourages you to think through who you are and how you want to be represented.
- **Forces you to decide on a consistent name, and communication style as well as which personal photos and videos to share.**

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- Promote your work (books/research).
- Extend your classroom and your scholarship.
- Encourages you to think through who you are and how you want to be represented.
- Forces you to decide on a consistent name, and communication style as well as which personal photos and videos to share.
- **It gives you credibility.**

How to define your personal brand:

1. **Define your goals and personal values**
2. **Determine your unique value**
3. **Communicate your brand**

A personal brand “is not achieved in cookbook fashion” - Forbes 2014

1. Define your goals and values

“To the person who does not know where he wants to go there is no favorable wind.” - Seneca

1979 Harvard MBA program - graduate students were asked “have you set clear, written goals for your future and made plans to accomplish them?”

3% had written goals and plans

13% had goals but they were not in writing

84% had no goals at all

After 10 years:

- **The 13% who had goals, but did not write them down was earning twice the amount of the 84%**
- **The 3% who had written goals were earning, on average, ten times as much as the other 97% of the class combined!**

How do I know my goals and ambitions?



Exercise 1:

You are at a party and the host is going to present you to everyone, what do you want them to say?

This is Naser he has accomplished

This is Naser he is the best at

This is Naser you should talk to him if you like

Exercise 2:

1- Create a vision of what you want to become

This is actually the fun part. Figure out what you want. Don't be afraid to think big. Take fifteen minutes and document your vision.

2- Make it measurable

Choose an achievable time frame to accomplish your goals, as well as measurable details, so you know exactly when you've achieved them.



3- Set Benchmarks

Break your goals into small actionable steps and assign realistic time frames to each.

4- Write down your Mission Statement

A formal summary of the aims and values of an individual.



Example: Mission Statement

"To be a teacher. And to be known for inspiring my students to be more than they thought they could be."
- Oprah Winfrey



"To have fun in my journey through life and learn from my mistakes." - Richard Branson



2. Determine your unique value

Your value comes from knowing your:

- Talents
- Skills
- Passions
- Needs of the market

Example: Lamborghini



Example: Lamborghini

Is Lamborghini the fastest car in the world?

Is Lamborghini the most luxurious car in the world?

Is Lamborghini the most practical car in the world?

Is Lamborghini the most reliable car in the world?



So why does anyone buy a Lamborghini?



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Brand value is in the blend.

“There will always be somebody faster, smarter, funnier than you, but no one will be the unique blend of you”



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3. Communicate your brand

In person:

- The handshake
- How to say your name (<https://youtu.be/02EJ1IdC6tE>)
- Building a network (talk to people)
- Conferences
- Body language
- Business cards (<https://www.kent.edu/ucm/business-cards>)

3. Communicate your brand

Online presence (this is how people perceive you):

- **Academia.org** - social media platform for academics
- **Twitter** - building a network
- **Facebook** - a personal circle (checked by professionals) (use groups and pages)
- **LinkedIn** - updated (professional photo - summary could be your mission statement)
- **YouTube** - tutorial and presentations could act as a demo for a teaching job
- **blog** - enjoy writing and want to practice presenting ideas (it could be boring)



Your website:

- Aggregate all of the previous information and platforms.
- It should be very efficient
- .com or .edu or .kent.edu? make your decision based on your goals

Create your own personal website... It's free!

Search for "personal web pages" on FlashLine

Website example:

HOME

TEACHING

RESEARCH

VITA

DOCTORAL STUDENT

Colleen is a doctoral student in the Center of Learning and Technology at Kent State University. After earning her Bachelor of Arts in Psychology from Kent

TEACHING ASSISTANT

Colleen is a Teaching Assistant as a part of her Graduate Appointment at Kent State. She is currently the instructor of record in the undergraduate offering of

TEACHING FELLOW

Website example:



Harmony

Neil deGrasse Tyson (astrophysicist)



Harmony

Active social media
accounts and/or websites.



Harmony



Neil deGrasse Tyson ✓

@neiltyson

 Follow



#PlutoFacts: Ever since Pluto was discovered in 1930, it has completed barely 1/3 of its own 248 year orbit around the Sun.

RETWEETS

2,740

LIKES

3,743



4:06 PM - 12 Jul 2015

Tweets about the expanding sun, Pluto, and the universe in general.



Harmony

Each piece of shared information supports their scholarly work.



Neil deGrasse Tyson @neiltyson · Jan 16

The last person on the Moon: Apollo 17 Commander Eugene Cernan. Godspeed 1934-2017.



207 8.2K 24K



Harmony

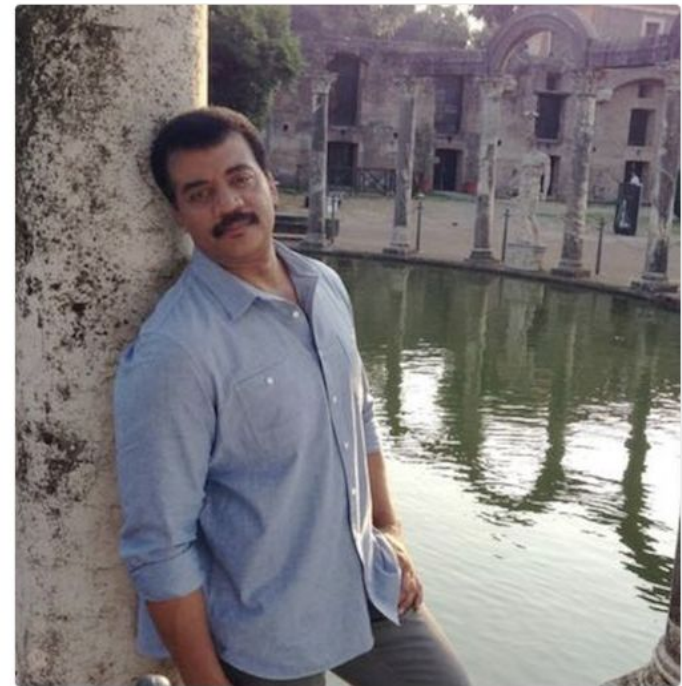
Reveal (parts of) themselves personally.



Neil deGrasse Tyson 
@neiltyson

 Follow 

If I had any singing talent and if I knew how to write love songs and if I recorded them, then this would be my album cover.



RETWEETS

47,757

LIKES

143,564



3:35 PM - 30 Nov 2016



Harmony

"To have fun in my journey through life and learn from my mistakes."

- Richard Branson



26 October 2016 | 2.3k Shares

Why I love
entrepreneurship

RICHARD



25 October 2016 | 2.7k Shares

Heathrow expansion -
the right decision

RICHARD



@RICHARDBRANSON



10. Don't forget
to have fun!

* Sir Richard Branson, dressed up as
a flight stewardess and served
passengers on flight as a result of
losing a bet with Tony Fernandes, he
honored it despite many attempts to
avoid doing so

The funds from the flight went to the
Starlight Foundation for ill children



Questions?



Resources

Feel free to contact us with any questions:

Joe Bean – wbean1@ksu.edu

Naser Al Madi – nmadi@kent.edu

- **The Professor is In**
 - <http://theprofessorisin.com/>
- **“How are you developing your academic digital identity?”**
 - <https://chroniclevitae.com/groups/developing-your-academic-digital-identity/how-are-you-developing-your-academic-digital-identity>
- **Harper’s Magazine**
 - <http://harpers.org/archive/2015/09/the-neoliberal-arts/>
- **Inside Higher Ed**
 - <https://www.insidehighered.com/advice/2010/05/12/entrepreneurial-grad-student>
 - <https://www.insidehighered.com/advice/2016/08/01/using-marketing-principles-job-seeker-essay>
 - Branding Yourself As An Academic,
<https://chroniclevitae.com/news/1681-branding-yourself-as-an-academic?cid=VTEVPMSED1>



Thank you for attending GPAD!

Feel free to contact us with any questions:

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