

Personal brand and influence


Soft skills needed for library staff



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Why would Teresa May agree to this? What does it do for her personal brand?



“I don't care what the
newspapers say about me as
long as they spell my name
right.”

P.T. Barnum

Who has a
personal
brand...?



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YOU all do!



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“A brand isn’t what you say – it is what people think.”

Dee Madigan



A personal brand is seen as a marketing tool



A few things to remember:

1. Be authentic/genuine
2. Show your uniqueness
3. Think about your strengths
4. Be professional
5. Your brand will develop and change over time

Reputation management

You will be googled

Use social
channels
wisely

Be professional
online

Try to keep the
personal out of it

Personal brand



Task: I want you to develop a short statement or logo about you.
[take a couple of minutes then share with someone near you]

Your personal brand is more than a statement

It is something that is reinforced with everyone you meet!

This can be:

- Online
- At a conference
- In workshops like this one
- Everyday at work....

No **I** in team but **I** is in everything you do



When to influence and how



?

Dale Carnegie once said,
“When dealing with people,
remember you are not dealing with
creatures of logic, but creatures of
emotion.”

Why soft skills are important

You all come to a job with
a certain level of training
and expertise.

So why would I pick **you** for
a role?



Soft skills sought



Communications skills

- Oral
- Written

Team and Organisational fit

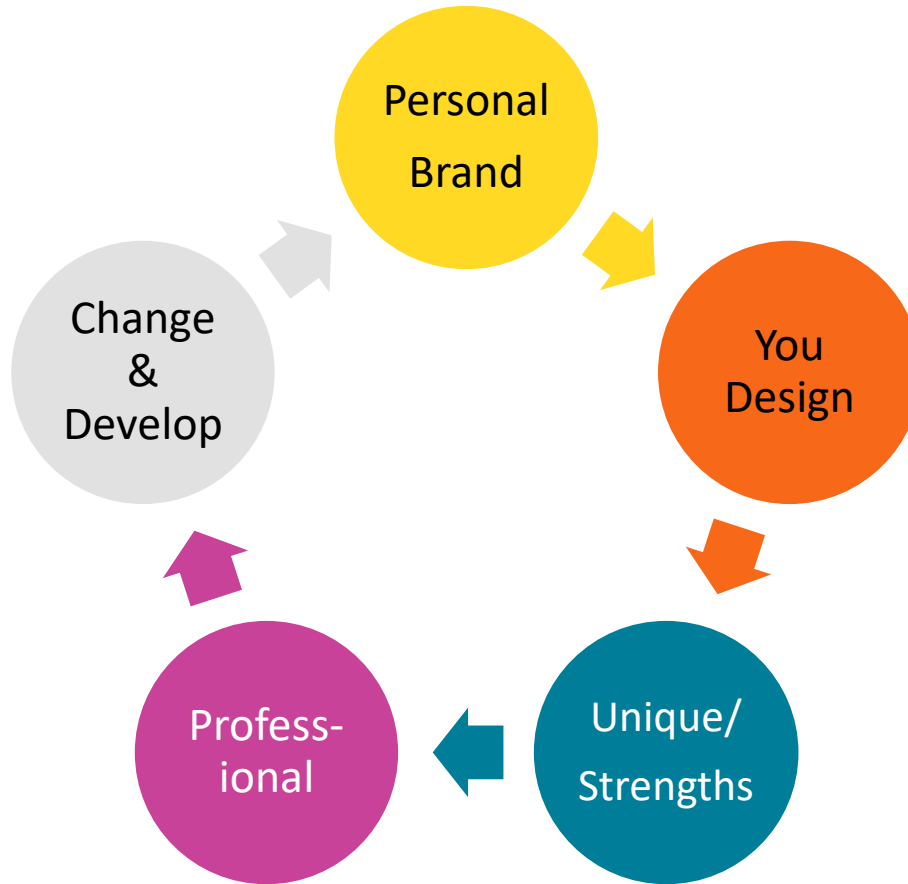
- Presentation
- Attitude to work

Willingness to learn/inquiring mind

- Potential or ability to grow and develop

Reflection

Personal Brand



My personal brand... Clare takes fun seriously!

Graphic from Leunig Calendar 2017

