Personal brand and influence

Soft skills needed for library staff

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Personal brand

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...?
YOU all do!
“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

- Change & Develop
- You Design
- Personal Brand
- Unique/Strengths
- Professional
My personal brand...

Clare takes fun seriously!

Graphic from Leunig Calendar 2017