Personal Branding: The Need for Digital Identity

Joe Bean, Doctoral Student, History
Shakhnoza Yakubova, Doctoral Candidate, Higher Education Administration
Agenda

- 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?
What is a brand?

“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?
I am a person. Do I need a brand?

Guess what! You already have a brand.

The question is whether you want to manage it or not.
Do academics need a brand?
Do academics need a brand?

Yes.

Why?

Career aspirations
Define yourself in the academic market place
Establish your digital identity in professional world
Brand Power

Why do businesses have brands?
Brand Power

Why do businesses have brands?

1. Consumer recognition
2. Attribute association
3. Consistent presentation
Brand Power
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Why do businesses have brands?
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Consumer recognition

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• Consumer recognition
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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.
Brand Power

How can you think of yourself as a brand?
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How can you think of yourself as a brand?

What do you want associated with your name?
What to gain from an academic brand?
What to gain from an academic brand?

• New opportunities may come your way
  - Promote your work (books/research)
What to gain from an academic brand?

- New opportunities may come your way.
- Enhances your validity, credibility and recognition
What to gain from an academic brand?

• New opportunities may come your way.
• Enhances your validity, credibility and recognition.
• Forces you to decide on a consistent brand presentation - and be aware of differences.
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

Cheshire Cat is asking Alice where she is going. Alice says she does not know.

“If you don't know where you are going then it doesn't matter where you go” says the cat.

Alice in Wonderland

https://www.youtube.com/watch?v=yvbsJ8brtN4
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

You are at a party and the host is going to introduce you to everyone. What do you want them to say?

This is [your name] who has accomplished ........
This is [your name] who is the best at ........
This is [your name] to talk with about.....
Process to achieve your goals

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
3. Communicate your brand

In person:

- How you present yourself
  - handshake
  - body language
- Building a network
  - talk to people
  - conferences
- 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; used as 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 Personal 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:

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 State, she is currently the instructor of record in the undergraduate offering of

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
Questions?
Resources

• 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
Thank you for attending GSO!

Feel free to contact us with any questions:

Joe Bean – wbean1@ksu.edu
Shakhnoza Yakubova – syakubov@kent.edu