



# **Building Your Internal Brand and Networking Course**



## Training Agenda

- What is a Personal Brand?
- Corporate Etiquette
- Communicating Professionally
- Communicating Your Personal Brand/Networking
- Navigating Corporate Structure

# What is a Personal Brand?

A personal brand is a widely-recognized and largely-uniform perception or impression of an individual based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.



# What is Personal Branding?

- Personal Branding is the practice of people marketing themselves and their careers as brands.
- Personal branding is essentially the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group, or organization.



# Corporate Etiquette



# Dressing For Success

## Smart Casual

Informal Meetings, Virtual, Team Activities



- ✓ Appropriate Jeans (No Holes, Rips, Frays)
- ✓ Button Down
- ✓ Collared Shirt
- ✓ Polos
- ✓ Closed Toed Shoes
- ✗ T-shirts, Sweatpants



- ✓ Jeans (No Holes Etc.)
- ✓ Cotton Pants/ Khakis
- ✓ Casual Blouse
- ✓ Sweaters
- ✓ Flat Shoes/ Nice Sandals
- ✗ Flip Flops

## Business Casual

In-Field Sales, Meetings, Business Events



- ✓ Long Sleeve Button Down, Tucked In
- ✓ Pressed Cotton Or Khaki Pants
- ✓ Belt
- ✓ Tie- Optional
- ✓ Closed Toed Leather Shoes
- ✗ Suits, Tennis Shoes, Jeans



- ✓ Dress Pants, Khakis
- ✓ Pressed Cotton Pants
- ✓ Conservative Dresses
- ✓ Blouse/ Collard Shirt
- ✓ Flat shoes
- ✗ Jeans, Spaghetti Straps

## Business Professional

Formal Events, Presentations



- ✓ Solid Colored Button Down (White)
- ✓ Dark Blazar/ Suit Jacket
- ✓ Dark Pressed Dress Pants
- ✓ Belt and Tie
- ✓ Dress Shoes
- ✗ Khakis



- ✓ Dark Blazar, Dress Pants
- ✓ Matching Pencil Skirt
- ✓ Solid Colored Blouse
- ✓ Small Heels or Nice Flats
- ✓ Simple Jewelry
- ✗ Mismatching, Bright Colors

# Virtual Meeting Guidelines

- Dress Neatly – But Be Yourself!
- Cameras On! – Stay Engaged & Interactive, Give Your Full Attention, Take Notes
- Limit Background Noise, Distractions, Clutter
- Be Seated at a Table or Desk
- Avoid Eating, Being on Phone
- Join the Call 5 Minutes Early



# In-Person Meeting Guidelines

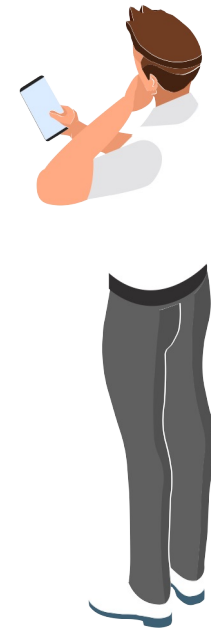
- Ask Your Manager/Meeting Host About Dress Code
- Be Early -- Arrive at Least 15 Minutes Before the Meeting Start Time
- Bring a Pen, Notebook, and Company Laptop
- Avoid Distractions, Phone or Laptop Use
- Use this time to Network, Ask Questions





# Communicating Professionally

- Conflicting Events? Reach Out to Your Coach/Manager on Which to Attend
- Inform Event Organizers if Unable to Attend a Meeting
- Update Your Meeting Response to Accepted, Tentative or Declined
  - Provide Reasoning if Declined
- Check Email Daily, Respond to Direct Requests Within 24 Hours
  - Monday Through Friday Only -- Enjoy Your Weekends!
- Careful not to “Reply All” on Mass Emails
- COB = “Close of Business” = 5:00pm, EOD = “End of Day” = 5:00pm



# Communicating Your Personal Brand: Networking



# What are some challenges with networking?



# How to Communicate Your Personal Brand

1. Simplicity in Organization
2. Efficiency in Delivery
3. Clarity of Message



# Creating Meaningful Connections

- Be prepared
- Ask artful and engaging questions
- Be a resource
- Emotional Support
- Follow through



# When it is done right....

perspective

common ground

learning



exposure

contacts

relationships

# Navigating Corporate Structure

Build your personal board of directors.

Understand what is expected of you.

Keep learning and growing.

Effectively communicate.

Overcome imposter syndrome.

Be proactive.

Manage your time efficiently.

Be open to receiving and giving feedback.

**Network, network, network!**