

STRATEGY

Kathryn Sandford

M2M



WHAT DOES PERSONAL GROWTH MEAN TO ME

AND HOW CAN I START THE PROCESS



INVESTING IN ME



**MY
GROWTH**



**MY
LEARNING**



**MY
WELLBEING**



**MY
FUTURE**

WHAT IS MY ROI



HOW DO I START





1

THE WHY

Why do you need a personal brand?

2

THE WHAT

What makes up a personal brand?

3

THE HOW

How do you get one?

WHO AM I



PROFESSIONALLY





PERSONALLY

LET'S GET STARTED

POLL QUESTION #1

Has your personal brand contributed to your career success?

“Bring the best
of your
authentic self to
every
opportunity.”

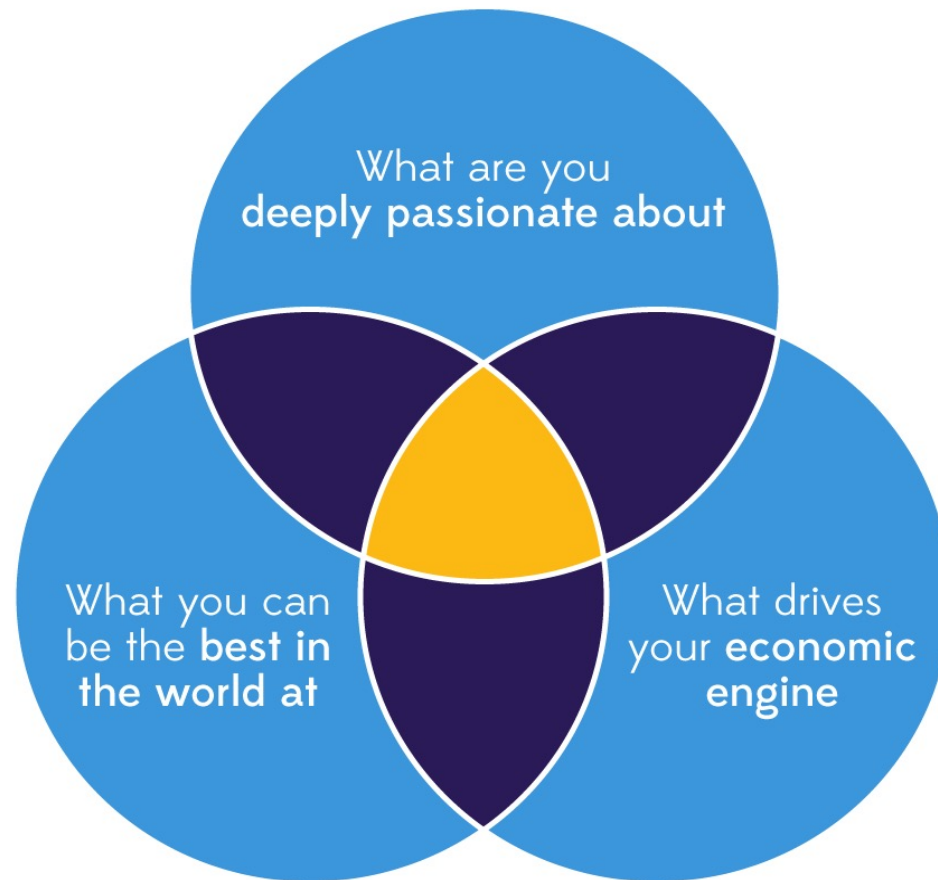
John Jantsch



THE WHY

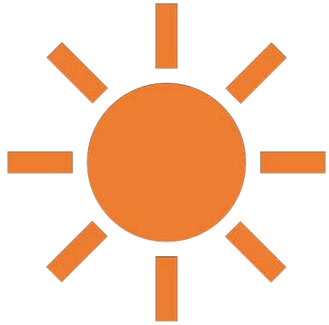
Why do you need a
personal brand?

VISION – THE HEDGEHOG CONCEPT



Source: <https://www.jimcollins.com/concepts/the-hedgehog-concept.html>

WHY NOW?



CLARITY

I know who I am



FOCUS

I know what I need



DIRECTION

I know where I'm going

EROSION OF TRUST

- Govt – media distrust spiral
- Excessive reliance on business
- Mass class divide
- Failure of leadership in govt, media and business

THE TRUST EQUATION

The diagram illustrates the Trust Equation as a sum of four components divided by a fifth component. The components are arranged horizontally, with the first three in the numerator and the fourth in the denominator. Orange arrows point from each component to a corresponding question.

$$\text{TRUST} = \frac{\text{CREDIBILITY (WORDS)} + \text{RELIABILITY (ACTIONS)} + \text{SAFETY (EMOTIONS)}}{\text{FOCUS (MOTIVES)}}$$

Is this person qualified?

Do they do what they say?

Do I feel safe opening up to them?

Are they focused on their interest or mine?

I'm an introvert,
how do I build
my personal
brand?

I'm not good at
networking,
does that mean
my personal
brand sucks?

Is a personal
brand just a
social media
profile?

LET'S CHAT

I am successful
in my career –
how would a
personal brand
help me now?

Can you show
me some tools
on how to build
my personal
brand.

THE WHAT

What makes up a
personal brand?

REALITY CHECK

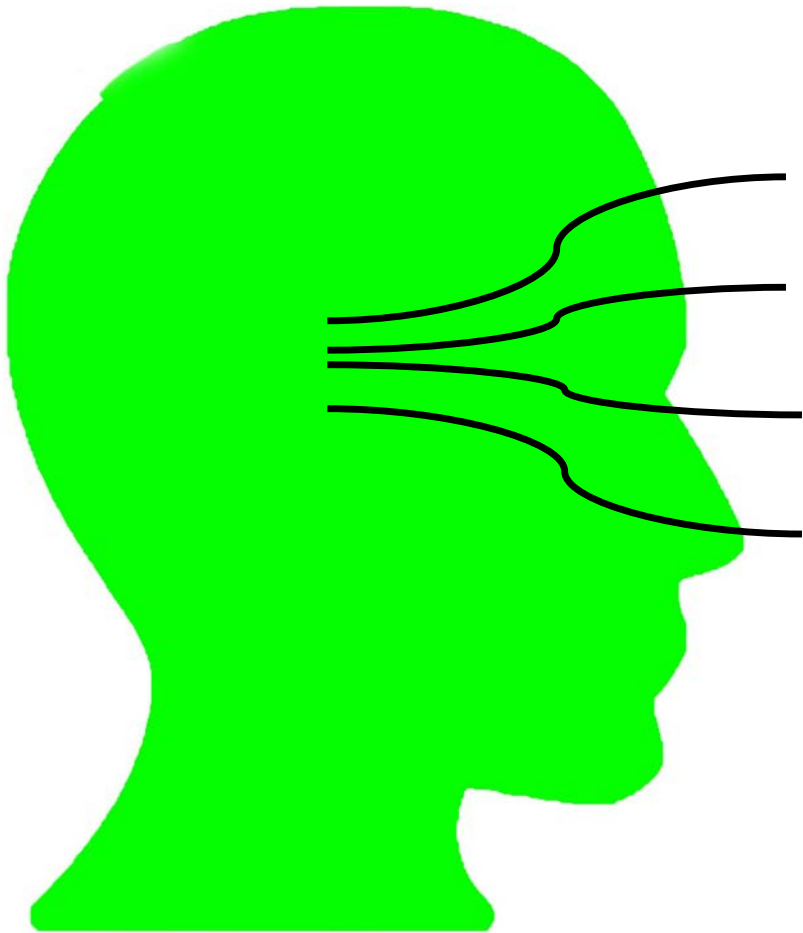


MINDSET APPROACH



Credit: Fabio Sinibaldi

PERSONAL BRAND MINDSET



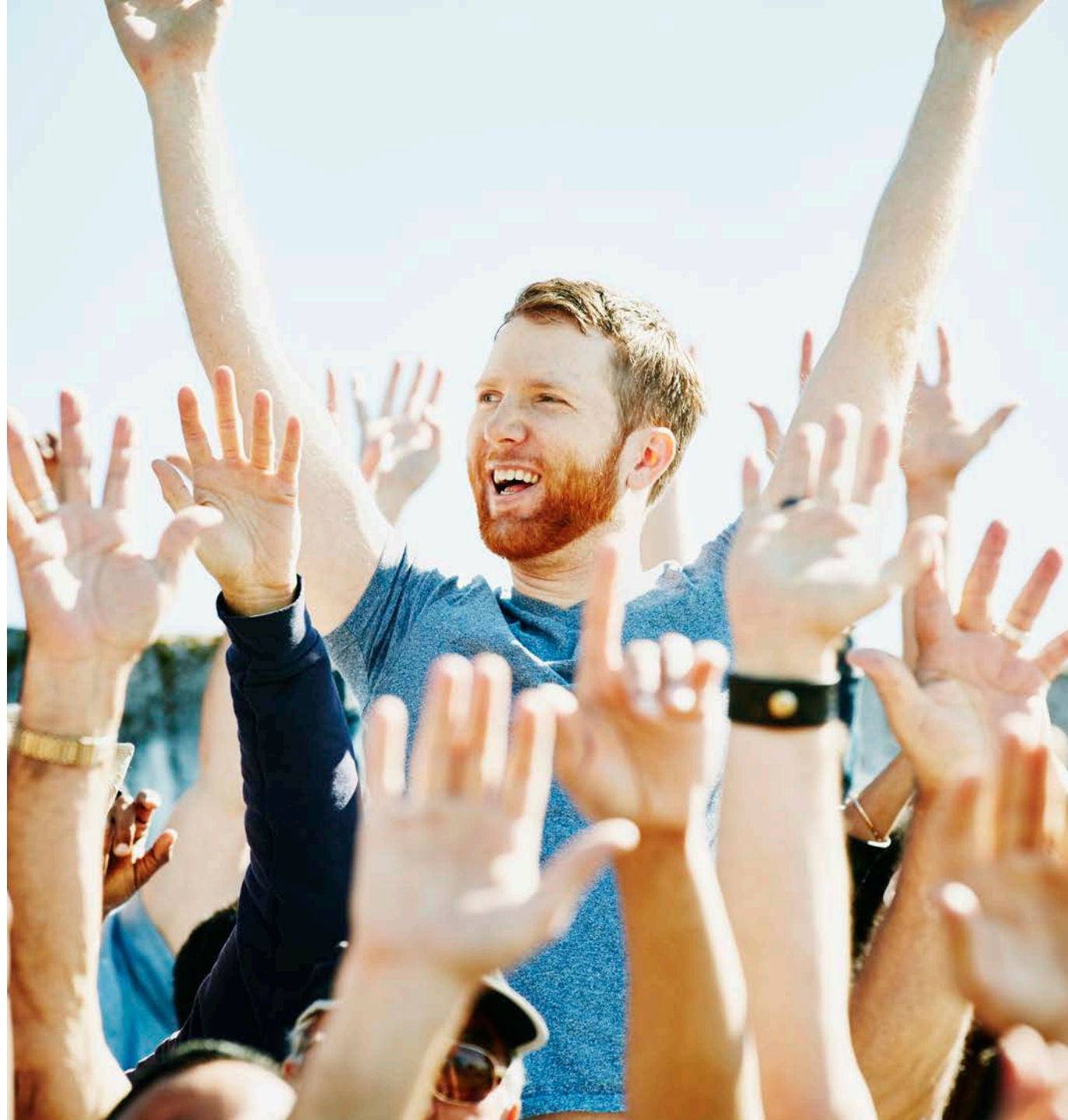
Are you ready to commit and be accountable?

Are you ready to invest in YOU?

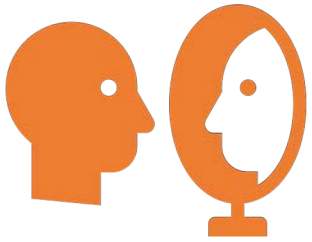
Do you know what your drivers are for personal change?

Are you aware of your obstacles, fears or limiting self beliefs' that you have to deal with on your journey of change?

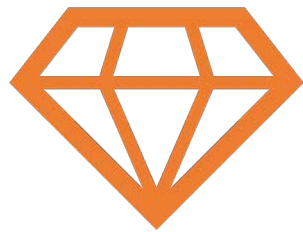
KNOWING YOURSELF



WHAT MAKES YOU UNIQUE?



PURPOSE



VALUE



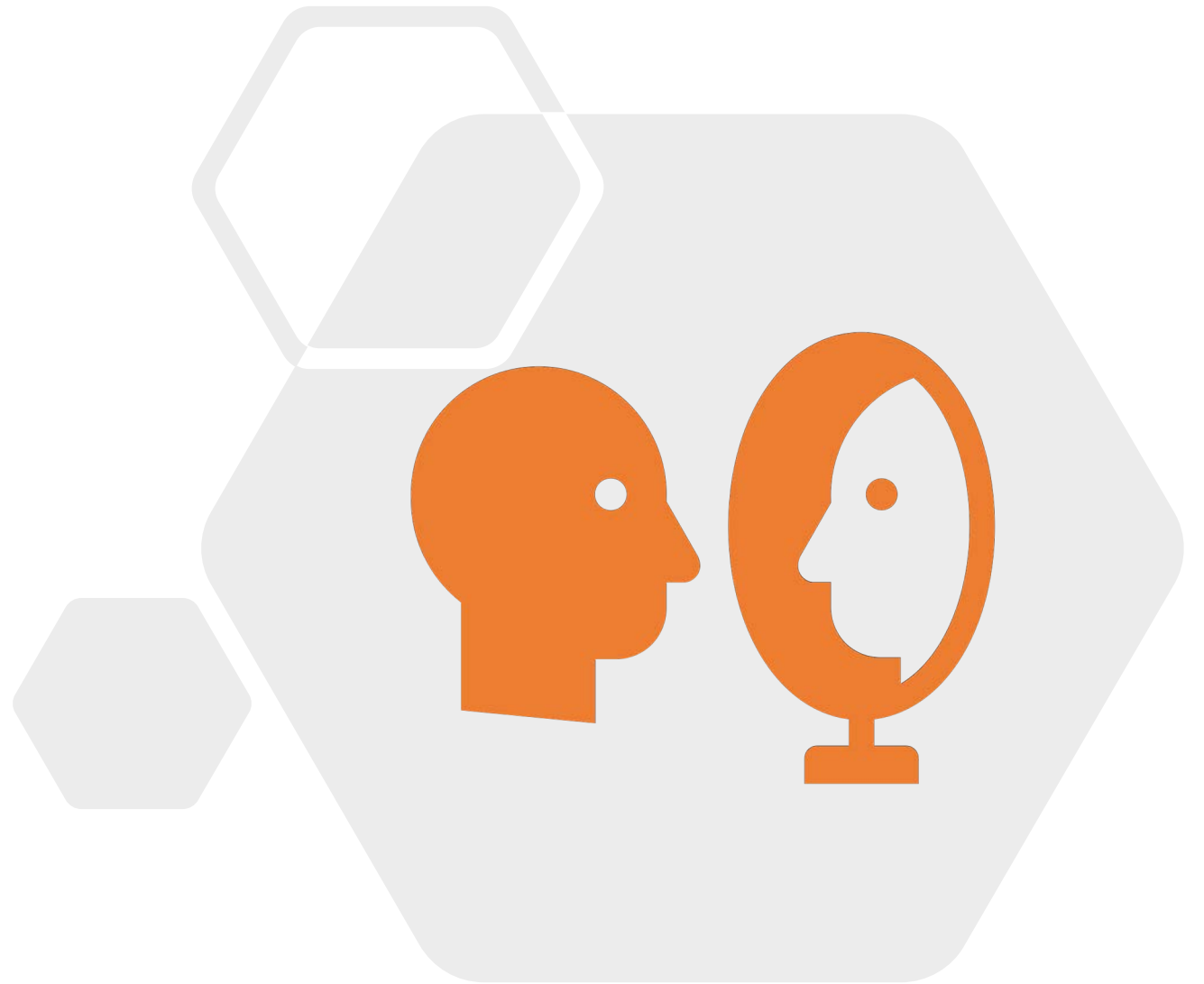
STRENGTHS



SKILLS

PURPOSE

It's what you do to bring
your 'vision' into reality.



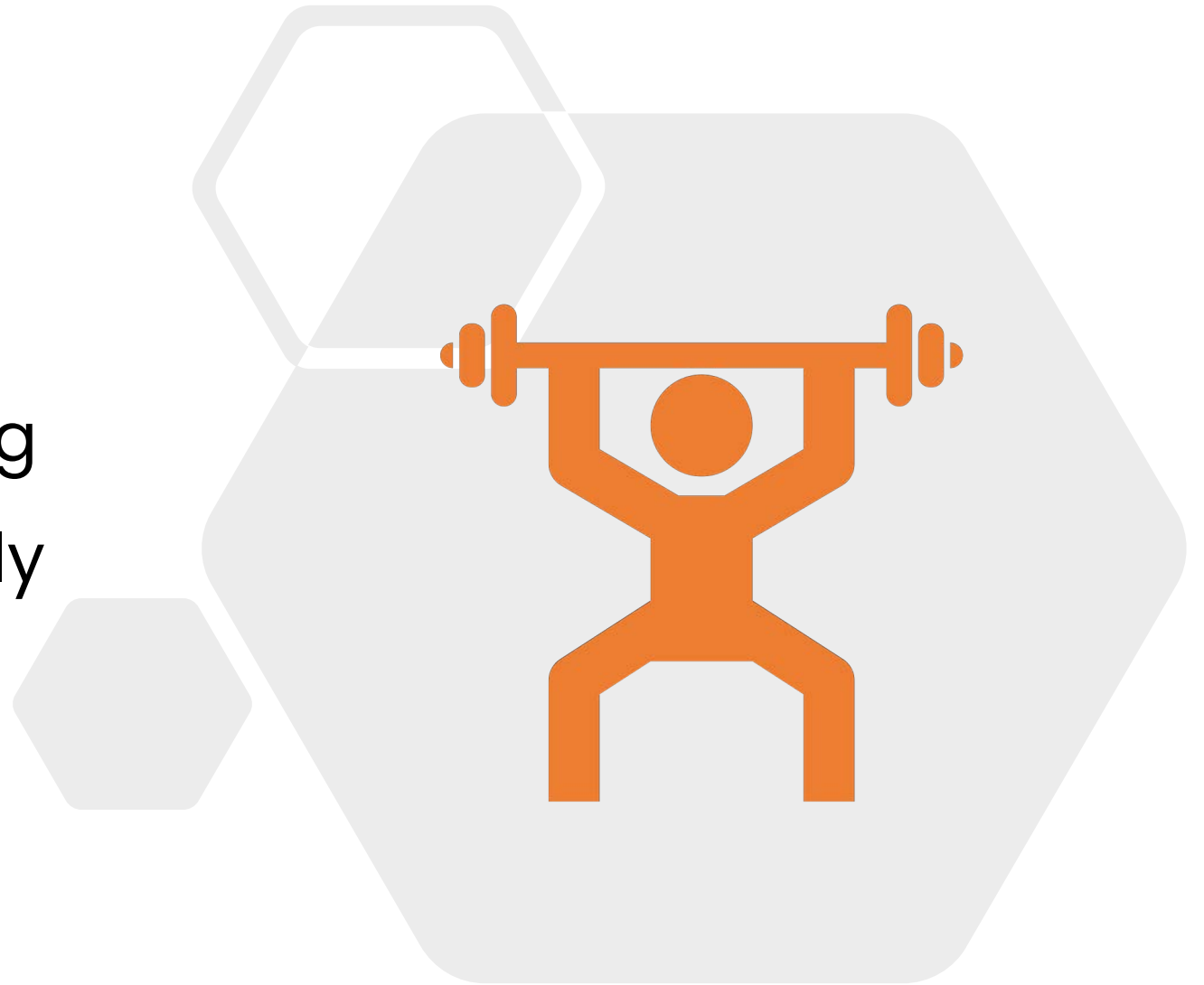
VALUE

These are core principles that give meaning to your life — a set of standards on which you base your attitudes, choices, and actions.



STRENGTHS

These are ways of behaving and acting that come easily to you and make you feel good when you're using them.



SKILLS

These are things that you've learnt and developed and kept current through practice and ongoing learning.



POLL QUESTION #2

Would you find this question difficult to answer:
"Tell me about yourself?"
(In one sentence)

TAGLINE



Your tagline states what you expect from yourself and what others experience from being around you.

It's the promise you make to yourself and how you show up in the world.

TAGLINE EXAMPLES

PREMIUM

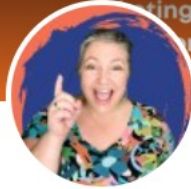


Kathryn Sandford

I See Potential | Personal Strategist | Intuitive Recruitment Coach | I Put People's Gr Future Possibilities & Success The Centre Of Everything

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PREMIUM



Rachel Klaver

Helping you build a personal brand that builds your business. | Content marketing for small biz (marketing strategy, action plans, coaching) The Content Masterweb | Speaker | Storyteller. Podcast: MAP I Marketing

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PREMIUM



Stuart Little

Creating Extraordinary Sales Success for Business & Rock Roles for Individuals using the INSession LinkedIn Experience Reinvention Coach | Brand Evolution | Digital Creative Metaverse & NFT Advocate

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PREMIUM



Jason Yuan

I don't usually stalk profiles, but when I do I probably have a career opportunity for you. Let's find out!

+ Follow

View full profile

“If you don’t get out there and define yourself, you’ll be quickly and inaccurately defined by others.

Michelle Obama



YOUR THREE WORDS



Three specific words or phrases that employers look for as a match for their requirements for a specific position.

THREE WORDS EXAMPLES



Visionary | Strategic | Energizer
Kathryn Sandford



Best-Selling Author | Entrepreneur | Researcher
Mel Robins



Governance | Strategy | Mana Wāhine
Ripeka Evans



Optimistic | Tenacious | Sense of humor
Niandong Wang

CRAFTING YOUR STORY

- Set your personal goals
- Create your unique value proposition
- Prepare your professional story
- Determine which platforms will support your personal brand
- Identify what you want to be known for
e.g. sharing your knowledge and expertise

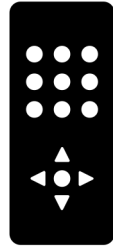
THE HOW

How do you get one?

ONLINE FOOTPRINT



KNOW



CONTROL



FOCUS



PREPARE

GOOGLING MYSELF

Nearly 50% of US
adults say the results
aren't positive.



Source: www.forbes.com

SOCIAL MEDIA AUDIT

70% of U.S. recruiters
and HR professionals
have rejected
candidates based on
information they
found online.

Source: www.learn.g2.com/branding-statistics



LINKEDIN TIPS




We find 95% of our
successful candidates
on LinkedIn

Source: www.m2m.co.nz

CV ONLINE COURSE

Most HR professionals
(72%) say a resume is
very important when
evaluating an
applicant.

Source: www.themanifest.com



CREATE YOUR
BEST CV
EVER

FREE CV ONLINE
COURSE

M2M
move to more

CV TEMPLATES



Your resume has 6 seconds to impress a recruiter.

Source: www.medium.com

“A personal brand is about you not focusing on perfection but focusing on how you want to touch other people’s lives”

Kathryn Sandford





Q&A TIME

RESULTS

Understand your professional and personal 'landscape'

DATE: Wednesday 16 March 2022

TIME: 10am – 12pm

THANK
YOU





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move to more