

# Building Your Personal and Professional Brand

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OF EMPLOYEE BENEFIT PLANS  
*Education | Research | Leadership*

# Learning Outcomes

As a result of engaging in this workshop, participants will be able to:

- Identify your three core values and the behaviors/actions associated with each value
- Build and implement a “brand plan” for the month that is repeatable for longer term goals
- Understand how to leverage your values for effortless authenticity and credibility

# Hi, I'm Katie O'Malley



- Current
  - Founder and Principal Coach (en) Courage Coaching
- Previous
  - Chicago Booth, The University of Texas at Austin
  - Children's Defense Fund, The Innocence Project, AIDS Foundation of Chicago
  - CBRE

# Hi, I'm Katie O'Malley



- Values (Decision Making)
  - Courage
  - Justice
  - Learning
- Strengths (Productivity)
  - Enthusiasm
  - Imagination
  - Consistency

# The Dimensions of Workplace Well-Being



# The Challenge of Community for Women

The Double  
Bind

The  
"Only One"

Recognition  
(Lack Thereof)

Gender  
Normed  
Behaviors

Imposter  
Syndrome

## Solutioning This Challenge for Women

“ True **belonging** is the **practice of believing in and belonging to yourself** so deeply that you can share your most authentic self with the world and find sacredness in both being a part of something and standing alone in the wilderness. True belonging **doesn't require you to change** who you are; **it requires you to be who you are.** ”

~ Dr. Brene Brown | *Into The Wilderness*

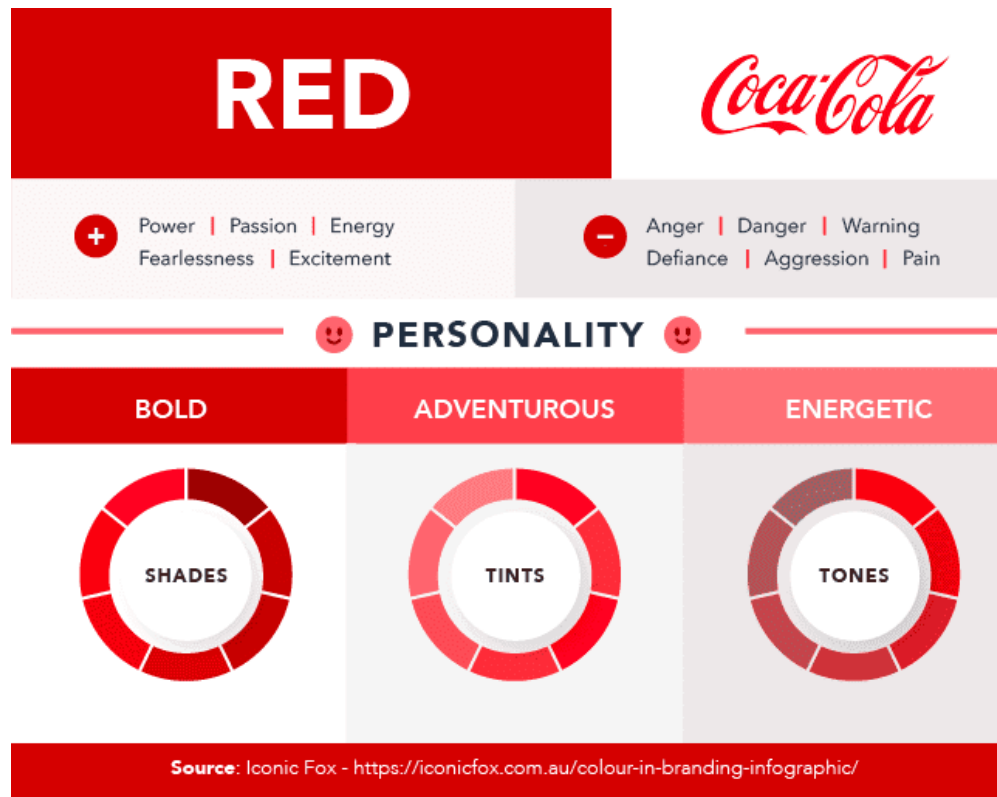
# What Is a Brand, Really?

## **brand** / brand / noun

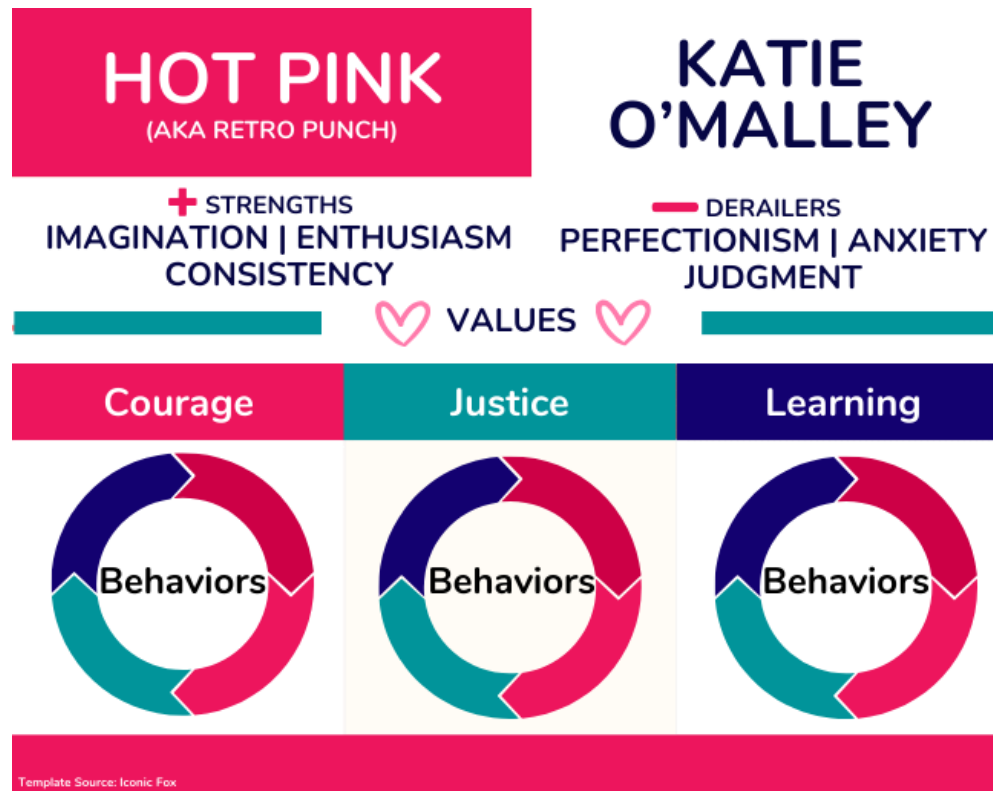
The sum total of all visual and non-visual, verbal and non-verbal, tangible and non-tangible elements that allow folks to identify, form, create, and influence (positive) associations for a product, service, or entity that differentiates it from the competition; create meaning, value, and preference in one's mind



# What Is a Brand, Really?



# What Is YOUR Brand, Really?



# Let's Clarify Your Values



What are you known for?



How do you approach conflict?



What qualities are you drawn to in others?



How do you make/take decisions?



What are your peak moments?

# Let's Clarify Your Values

Competition	Happiness	Success	Freedom	Wealth
Recognition	Security	Communication	Money	Knowledge
Joy	Change	Privacy	Compassion	Religion
Openness	Confidence	Impact	Status	Creativity
Spirituality	Family	Advancement	Friendship	Growth
Empathy	Equality	Effectiveness	Laughter	Fame
Democracy	Learning	Excitement	Loyalty	Respect
Honesty	Health	Supervision	Power	Integrity
Fairness	Self-Respect	Adventure	Love	Truth
Community	Challenge	Efficiency	Courage	Authenticity
Authority	Wisdom	Involvement	Pleasure	Expertise
Encouragement	Ethics	Stability	Leadership	Relationships
Independence	Excellence		Nature	Peace

# Let's Clarify the Associated Behaviors

## Courage

- Standing up for my authentic self
- Standing with others in their authenticity

## Justice

- Pursuing fairness and equity
- Choosing to never look away

## Learning

- Engaging with my curiosity
- Practicing humility

# Let's Implement These Behaviors in Context

	Courage	Justice	Learning
Career			
Leadership			
Relationships (Community)			
Finances			
Social Media			
Well-Being			

# Key Takeaways

- Authenticity is the daily practice of embracing who we are through our aligned values, behaviors and choices.
- Consistency is the most undervalued, yet most consequential, quality in a personal or professional relationship (and can be achieved by aligning with our values).
- Building any brand takes time and self-compassion, both essentials of the journey.

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