

Your Personal Brand

“Inspiring Executive Excellence Beyond the Pace of Change”



Presenter: Rick Hernandez
President & Founder
Syntesis Global, LLC
rickh@syntesisglobal.com



Syntesis Global™ LLC

- Specialized Management Consulting firm
- Global expertise working with top Fortune 50/100/500 organizations within the public and private sectors
- World-Class Executive Coaching, Leadership Development, M/A Integration, Performance Management, Career Transition, Personal Branding
- Industries served: Aerospace, Energy, Technology, Utilities, R&D, Pharma/BioTech, Manufacturing, Financial, Healthcare
- Seasoned consultants with international expertise
- Hundreds of participants served annually





Strategic Webinar Outcomes



- An introduction into personal branding and why it's so important for your career and the success of your company.
- What you need to do to establish your professional purpose and create a personal branding statement.
- Building trust & commitment
- Your Personal Brand
- Creating Strategic Alliances

Assumptions

People are creative and eager to learn new & empowering things

People want to make a difference and feel a sense of accomplishment

Connections and a “*Sense of Purpose*” make People “*Feel Good*” about themselves



Thought for the day...

There are more things in heaven and earth, Horatio,
Than are dreamt of in your philosophy.

- *Hamlet* (1.5.167-8), Hamlet to Horatio



“Think Around the Corner”



Don't MSU!

Personal Calibration

1. How will you ensure optimal learning?
2. What subtle characteristics do you have to “*let go*” of to maximize your future success?



To What Do You Aspire

"Personal Brand"

Characteristics

Personal Branding
Goals

First
Impressions

- Drivers
- Motivation
- Influence

- Definition
- Closing the Gaps
- Forging Positive Relationships

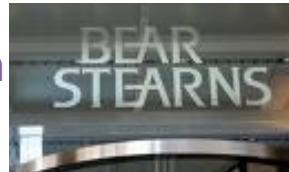
- How do you want to be perceived?



The Impact of Change

R&D Trade Agreements Taxation Corporate Governance Automation

Lean Risk



Profitability



Stockholder Equity SERVICE Middle East Dividends Quarterly reporting



Leadership

National Security

Cash Optimization China

Financial Controls



OSHA

Global Politics DEBT

Technology & Science

Quality

Automation WARS

Healthcare

Pace of Change

Risk Management

Threat of terrorism



Globalization

Compliance

Bail-Outs Foreign Debt

Bio Fuels Competition COSTS



Innovation

Gov't Intervention & Controls

City Ordinances



Recession

Pressure on short term performance

Covenants LABOR

Gov't Grants Renewable Energy

Union Negotiations

Integration

Credit Debt

A.I.



FUNDING FOREIGN POLICY

Investor Activism

Regulations

Brexit Policies Growth

EPA

Corporate Scandals

CHRYSLER

M&A Activity





New Aspects of Leadership

Principles of “*Conscious Leadership*”

PRECISION

Thought Leadership

Self-Awareness

Change Optimization

Sense of Urgency

R&D

Leadership Vision

Trust – Positive Intent

Your Brand; Your Story

*“Being on Purpose”™
(The “Why?”)*

AGILITY

People Leadership

Build & Sustain Teams

Quality & Service
Imperative

*Nuance
“Buy-In”*

Interpersonal
Relationships

Cultural Diversity

Technology/Innovation

Adaptability

Your Brand: Networking

RESILIENCE

Results Leadership

Business Drivers

Finscal Responsibility

Accountability
(Metrics)

*Closing the Gaps
(Ambiguity)*

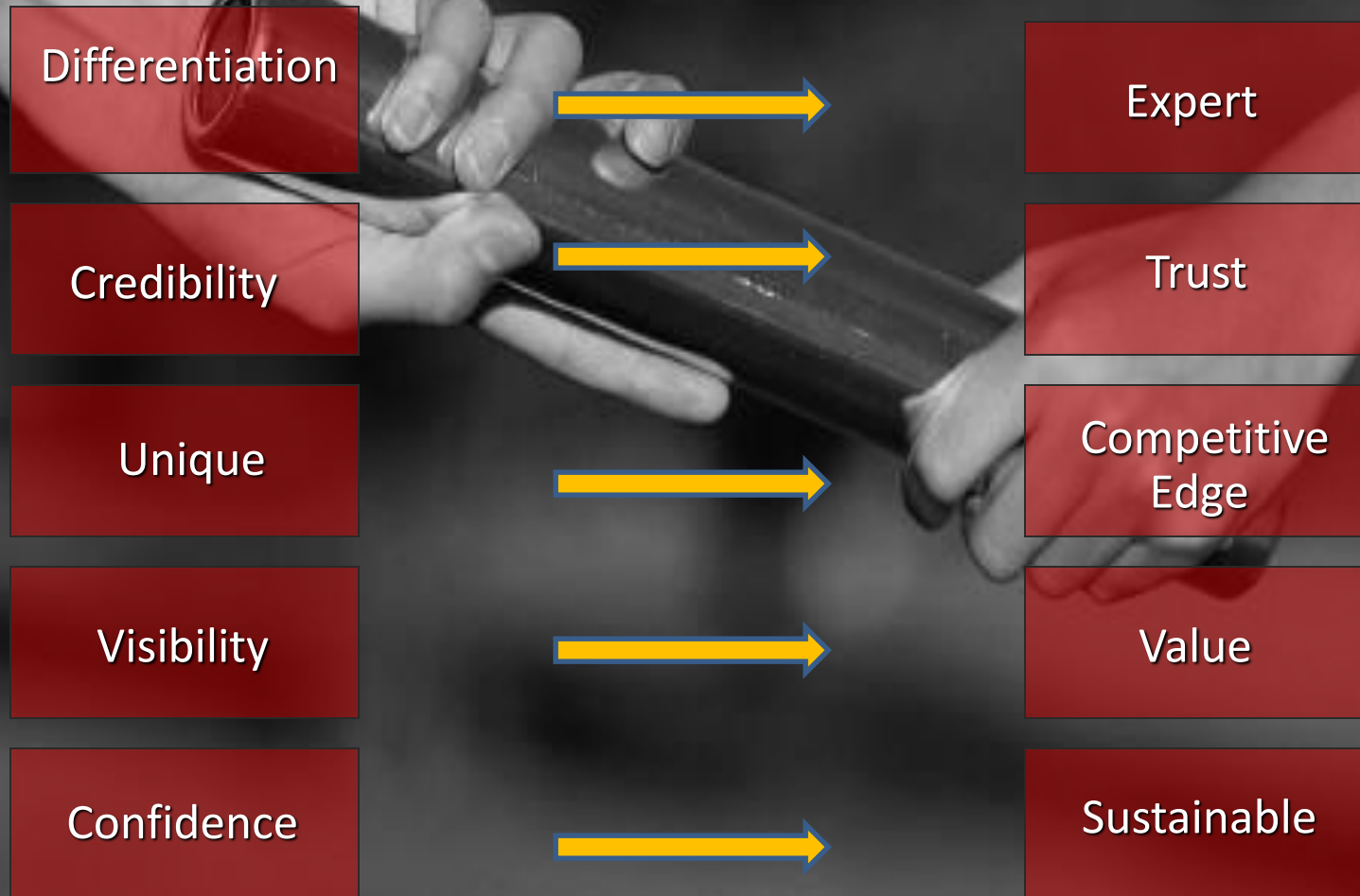
Follow-up

Process Integrity

Re-Calibration



Personal Branding Goals



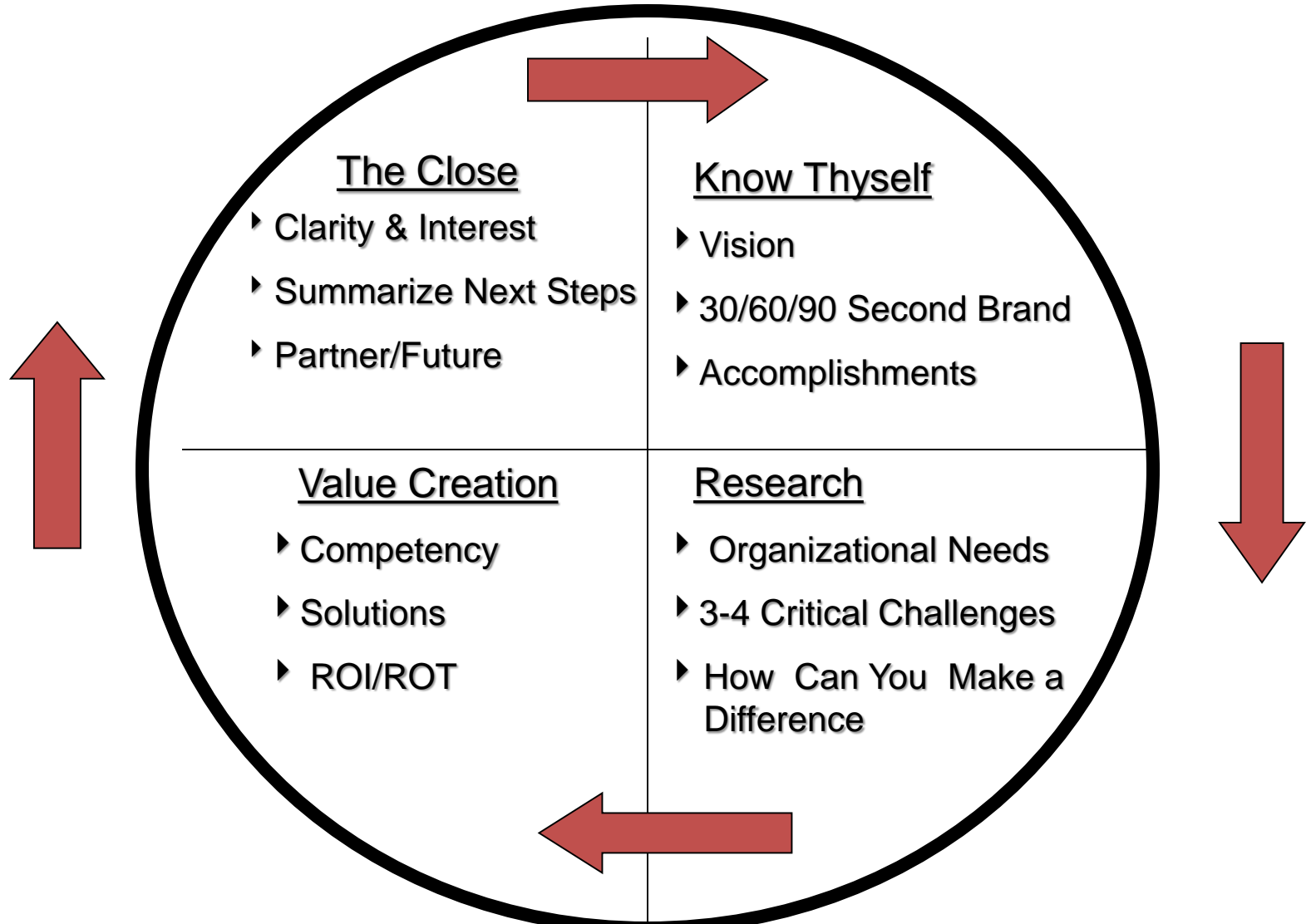
Positioning Statement

90 Second Commercial

- ❑ Begins your business story
- ❑ Modified for networking
- ❑ **Should be relevant to your audience**
 - Offer an overview of your vision
 - 3 Dimensions- Present ,Past, Future
 - Briefly describe business, organizational & personal objectives
 - Frame your story into “3’s” - Business, Process/Systems/People
 - Asks open-ended questions to engage your listener



Selling the Most Valuable Resource: You



Conscious Leadership™ Roadmap

“Authenticity”

- Integrity: (Trust, Quality & Respect)
- **Positive Momentum**
- Sense of Urgency

- Vision: Clear Communication
- **Clarity of Direction** (Learning)
- Decision-Making (PPA)

- Performance Expectations
- “Pride of Ownership”
- Delegating (**Follow-Through**)

- Creativity
- Planning: Goals & Objectives > Results
- Managing People: **Perspective** / Discipline
- Strategic Growth / Costs / Reliability



The Difference We Make



Influence Techniques

“Audience”

Body

Voice

Words

- How you look when saying it
- Eye contact, expressions, proximity
- 50% of the message
- The way you say it
- Tone, volume, pitch, speed
- 41% of the message
- What you say
- Word choice, phrasing, filler words
- 9% of the message

Social Media - LinkedIn



Summary

Expanding Your Brand

1. **Increase your visibility – Words matter**
2. Personal Brand
3. **Communicate the future with clarity of direction (“buy-in”)**
4. Get input from stakeholders
5. Build networks: Trust; Confidence; Composure
6. Language—appeal to heart as well as the mind
7. **Ask compelling questions. Question assumptions.**
8. Shift from being problem-spotter to problem-solver
9. **Essence vs form**
10. **Sell Solutions** (*compelling “story”*)



Conclusion

- ⊙ Self-Awareness
- ⊙ Branding is a Choice
- ⊙ Know your audience
- ⊙ You are accountable to what you know

- ⊙ **Principles to Remember:**
 - Assume Positive Intent
 - Create Positive Momentum
 - Don't MSU
 - *"Believing is Seeing" (trust)*
 - **Breathe...**



A Different Level of Thinking

*“It’s not about doing different things...
It’s about doing things differently.”*

- Rick J. Hernandez



2018 Leadership Webinar Series

- March 22 The Link Between Emotional Intelligence and Success
- April 26th – C.A.P.T.U.R.E. Communication Effectiveness
- May 24th – Workplace Diversity—Valuing the Individual
- June 28 - Creating a Culture Based In High-Trust
- July 26th – Networking & Relationship Building
- August 23rd – Delegating in a New Economy
- September 27th – Conducting Difficult Conversations
- October 25th – Your Personal Brand
- **November 29th – Tier Networking: Call-Send-Call**

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“Winning Together”[®]

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Leadership”[™]

Power of Vision:

Precision
(Influence)

Performance:

Agility
(Positive Adaptability)

Sustainability:

Resilience
(Milestones & Metrics)

Alignment

