Hello!

Your Brand: Developing your image while promoting your organization!

Icebreaker
Branding Overview
Developing your Brand Strategy
Wrap up & Action Steps
ICEBREAKER!
RUSH & ROTATE
WHAT A BRAND IS NOT
REPRESENTING YOURSELF & YOUR ORG

➢ You represent the organization you work for – 24/7.
➢ The organization also reflects on you, their org values, programs and image in the community.
➢ Your brand is enforced through your team, colleagues, family and friends – your online activity and offline interactions.

QUESTIONS
➢ What words do you find yourself using a lot?
➢ How would your best friend describe you? How about a co-worker?
➢ Be forward thinking – what is your brand projecting?
BUILDING A MEANINGFUL BRAND
Materials & tactics that brand you and your org

- **Social media** – are you LinkedIn? Are there other networks you should be on?
- **Print materials** – business cards.
- **Website** – are you on your organization’s site? How does it look? Is your title and bio correct? If you are on other sites is your brand aligned?
- **Head shot** – do you have a great headshot? Where does it live? Your LinkedIn, your website, your business, other social media?
- **Three words** – can you name three words that define you? What is your personal pitch? Does your bio reflect your brand?

Start Here
THREE WORD EXERCISE!

Angela Hucles
Sports Leadership Expert | TEDx Speaker | Women's Sports Foundation President | Soccer Analyst | Sports Broadcaster
Santa Monica, California | Sports

Good guy that invests in people & great ideas. Civic Sector Leader | Problem Solver | Creative Strategist

Liza (Makabenta) Sacilioc
PR Specialist / Copy Writer / Thought Partner
Greater Los Angeles Area | Public Relations and Communications

Craig Sliker
National Director, Brand Marketing
Duluth, Georgia | Marketing and Advertising

Lisa Wilson
Organizational Development, Fund Development, Evaluation
Greater Los Angeles Area | Nonprofit Organization Management

Pilar Stella Ingargiola
Santa Monica, California | Venture Capital & Private Equity

Adam Fletcher
Speaker and Writer
Olympia, Washington | Education Management
QUESTIONS & NEXT STEPS
Connect.

linkedin.com/in/dakietz
twitter.com/dakietz
twitter.com/momentumsteam
instagram.com/momentumsteam
www.momentumsolutionsteam.com
Public Relations – Marketing – Coaching & Thought Leadership
YOUR BRAND - TIPS

- Personal vs. professional focus?
- Who you are online is who you are.
- You define yourself, don’t let others.
- Be proactive.
- Market your brand.
I like donuts. They help explain social media.

Twitter
I'm eating a #Donut

Kickstarter
Help me fund a movie about eating Donuts

Facebook
I like Donuts

Pandora
Now listening to my Donut mix

Yelp
This is where I eat Donuts

Instagram
Here's a hip vintage photo of my Donut! #DonutMadness

Google
Let's call a hangout and eat Donuts

LinkedIn
Here's a great article about eating Donuts

YouTube
Here's a video of me eating a Donut

Pinterest
Here's an awesome Donut recipe

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