

# Through the Looking Glass

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Personal branding and how women can enhance their executive presence, network and create a brand for themselves



# Content of this Discourse

Executive Presence

Personal Branding and Perception

The Circle of Influence

The Pillars of Personal Brand Building

Managing your Visibility

Pallavi Kathuria :: My Perspective...

# Who Do you think You Are? Your Perception Creates Your Reality

-- Phil Mancuso, D.C.

“It's been said, all is an illusion. That's an insufficient distinction; more accurately, it's all a perception. “

--- Eldon Taylor

It's All In Your Head! :: “Man often becomes what he believes himself to be. If I keep on saying to myself that I cannot do a certain thing, it is possible that I may end by really becoming incapable of doing it. On the contrary, if I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning.”

--- Mahatma Gandhi

"People become really quite remarkable when they start thinking that they can do things. When they believe in themselves they have the first secret of success."

--- Norman Vincent Peale



# What is Executive Presence?

*Personal Presence* as distinct from *Executive Presence*

- **Personal Presence** : the ability to comfortably draw and hold attention while delivering a message
  - *Enhancing Personal Presence*:
    - **How to Be**: candid, sincere, self-confident, calm, passionate, thoughtful, courageous, warm etc.
    - **How to Feel**: deep, open, confident, **Important but not Sufficient!**
    - **Non-Verbal Communication**: posture, eye contact, gestures, facial expressions
    - **Appearance**: Project a polished, competent appearance
- **Executive Presence** : the ability to comfortably draw and hold attention **while delivering a business-savvy message**
  - **Speaking the language of business** - the single most important element that differentiates *personal* from *executive* presence



## The Brand “You”

Set yourself **apart** with a Personal Brand



## What is all the buzz about Personal Branding?

When people think about what makes you *unique* (for business), what do you want them to say?

Usually,

**Your Self Impression  $\neq$  How People Perceive You**

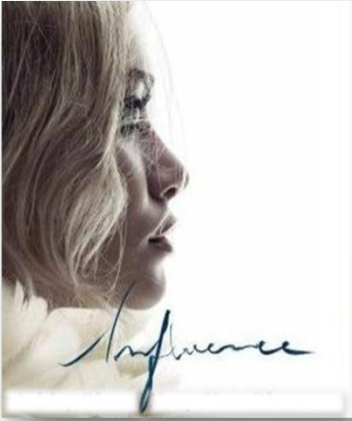
# Brand YOU:: It's Your Unique Promise of Value



An effective personal brand is the **powerful, clear, positive** idea that comes to mind whenever people think of you.

**It's what you stand for**—the values, abilities and actions that others associate with you.

# An Effective **Personal Brand** is about **Influence**



*An effective personal brand influences how people in your target market perceive you.*

*It's the distinction of the circle of Influence vs the circle of control*

A personal brand must evoke three basic perceptions in the minds of your target market:

- 1. You are different.** Focus on what makes you unique, your core USP
- 2. You are superior.** Your brand must encourage the belief you are among the best at what you do in some way.
- 3. You are authentic.** The foundation of your brand is always the truth. True to who you are, what your strength are, and what you love about your work—and you must communicate this to the market.

# Pillars of Personal Brand Building

***Authentic***

- Actions
- Marketing
- Selling
- Interaction
- Care

***Consistent***

- Message
- Promise
- Value Add
- Values

***Clarity***

- In Intentions
- In your Marketing
- In your Interactions

# What makes a brand ?

There are a number of factors that include both, personal style and contribution most importantly ....

*“How well does your internal brand and your external brand line up?”*

***Why Monitor and Manage all of this.. Because you are being branded at all times..***

1. At the water cooler
2. In the elevator
3. In not-so-important meetings
4. In high stakes meetings
5. In parties
6. On Facebook, on Linked-in
7. When we aren't doing or saying anything
8. Everywhere, anytime, every time



# Examples of Women and Brands they have Become

## Game ! The Branding Fishpond

Using the notepads given out to you and using four words each..

1. Brand any of the 5 people I have given you
2. Brand yourself and take the slip with you. Then perform the same exercise about yourself with a set of people that you choose from your work place; and match up the idea you have of yourself with those that your colleagues have of you

**Indra Gandhi – Iron Lady, Principled, Influential, Authoritarian**

**Barkha Dutt – Firebrand, Symbol of new India**

**Indra Nooyi – Business leader, Global Indian etc.**

**Mother Theresa – Genuine, Passionate, Consistent**

**Kiran Bedi – No-Nonsense , fearlessness , Perseverance**



# Managing Your Visibility

Imperative to Market yourself if you want,

**Your Self Impression = How People Perceive You**

**Your Identity** is the Key to your Success and Fulfillment. Therefore, critical :

**Being in Alignment**

**Being Known**

**Being Understood**



# Approach to Manage Your Visibility

1. **Speak the Language of Power** : You must be able to speak the language of power in business – and that's the **language of outcomes**.
2. **Tap Non-Verbal Power**
  - i. **Personality & Posture** ::
    - a) Project a **confident, polished, competent** appearance.
    - b) Let your **authentic** self shine
    - c) Bring Your **BEST Self** to Light
  - ii. **Voice** ::
    - a) **Speak Up** – Be sure to be heard
    - b) **Go Slow and Low** – Speaking slow but with authority.
3. **Mine the Power of Language**
  - i. **Confidence & Clarity** :: Words and phrases can *diminish* or *qualify* the importance of your message.
  - ii. **Pause, Don't Fill** :: Avoid fillers
4. **Your Competency Commercial** – Do others know what you do and how well you do it?
  - i. Summarize your **accomplishments and strengths**.
  - ii. Identify why you are excited by them.
  - iii. Practice speaking them aloud so you are more than ready when the time comes.

# Networking – Myths, Norms, Best bets..

People often, when they 'Network' - have the underlying agenda of being after something

– Get rid of that! Your Agenda is to get to know the people around you

The number of Contacts you have don't count  
– Connection is about you knowing them and them knowing you. Mutual trust, respect and knowledge about one another is the key..

- Networking is about building this with your contacts

Transcendence in the relationship from just a professional connect to a one bordering or crossing into personal terrain should be an Endeavour.

Being upfront and clear about the objective of the engagement at hand – How you articulate your wants / requests and your limitations

Consistency of being in touch is important – Not just when a need arises.. That's making use of people.. !!

There should be a genuine reason for wanting to Network. Being up front and candid cuts to the chase.

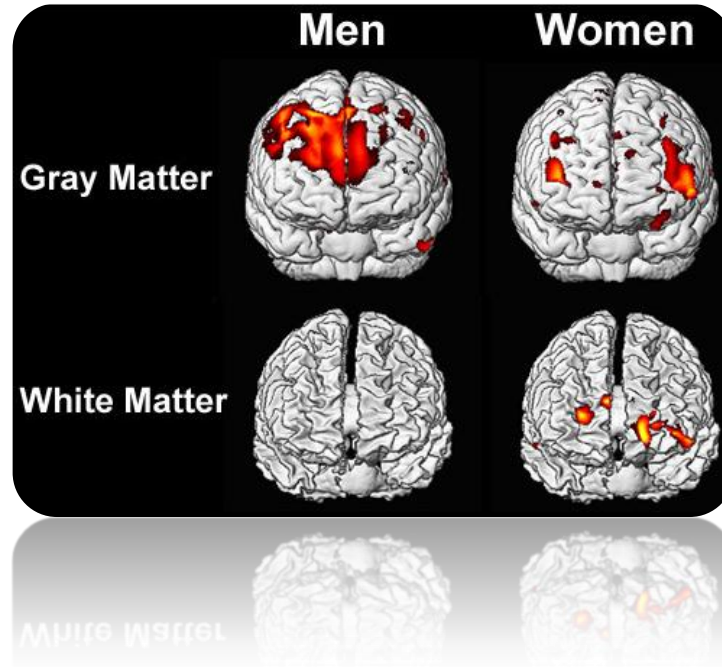
Don't hard sell your self – people need to know you as well for who and what you are

Its all about Give and Get as well !

Tying people up when requested and whenever you see fit as well – Is the key to being a contributor

# Is Networking for Women different from Networking for Men?

Men and women *do* think differently



How ever, The correct answer to the question of whether networking is different for men and women is actually yes and No – the difference is not in the ability, skill or excellence – the difference is in the approach

In reality, women face different opportunities and challenges in the workplace and in networking.