



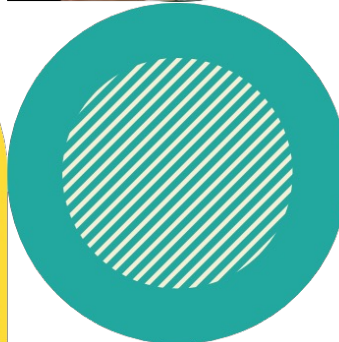
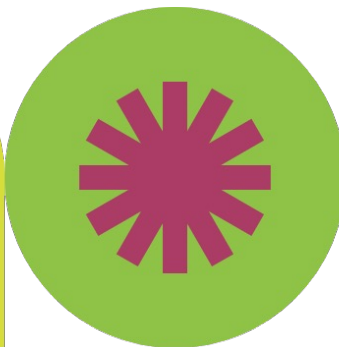
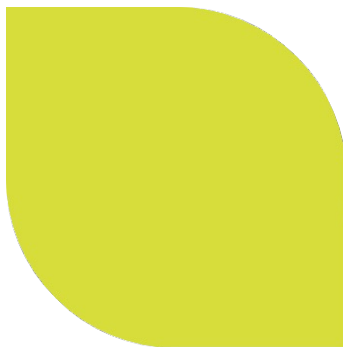
THE J.M. SMUCKER Co.



# The Power of You

Personal Branding  
Essentials for Success

March 27, 2024



# HELLO THERE!

## Heidi Carrion

**Senior Scientist, Products  
Research, R&D  
J.M. Smucker**

- 15+ Years listening to end-users, glean insights and translating these to new product and business opportunities
- Professional listener & question asker
- Industrial design experience
- Food science experience
- Cleveland-based

## Ari Krzyzek

**CEO  
& Head of Strategy  
Chykalophia**

- 13+ Years transforming websites into dynamic platforms that drive business growth and turning complex ideas into impactful data visuals or infographics
- Design Queen
- Bestselling Author
- Speaker
- WBENC Certified
- Chicago-based



# GET SOCIAL

## In 60 seconds share ...

- Who are you?
- Why are you attending this?
- Your answer for one of the cue cards.

### Card #1

**What is one example of effective branding (swag) that you've collected here?**

### Card #2

**What is the oddest job you've ever had and how did you end up working there?**

### Card #3

**Name a food you want to try in Chicago & why?**

### Card #4

**If you had to teach a class right now, what would the subject be?**

# WHAT IS IT?

- ✗ **Personal Branding is not just about you**
- ✓ **Personal branding is about aligning who you are with what you do.**

**It's the intentional act of telling the world who you are and how you can add value.**

# Personal Branding Elements



## They all comes from you!

...mixed in with your human-ness – not tied to your specific company or role





Who is your favorite actress/  
actor/celebrity/idol/brand?

Why do you follow or believe  
in them?

What makes them stand  
out/memorable/recognizable?

LINKIN PARK



lyft



THE  
HOME EDIT

*stay organized*



The  
ULTIMATE  
GUIDE to  
MAKING  
SYSTEMS  
STICK

CLEA SHEARER & JOANNA TEPLIN



# LET'S FLIP IT. WHAT ABOUT YOU?

**Who is your favorite  
actress/actor/celebrity/idol?**

**Why do you follow or believe  
in them?**

**What makes them stand  
out/memorable/recognizable?**

**Who is your audience?**

**How do you add value for them?**

**What makes you stand out /  
memorable / recognizable?**

# Craft Your Personal Brand Statement



(Your name)

(What you want to be known for)

**I'm** \_\_\_\_\_ , \_\_\_\_\_ •

(Your audience)

**I help** \_\_\_\_\_ ,

(Problem you're trying to solve)

\_\_\_\_\_ ,

(Your unique approach / solutions)

**with/by** \_\_\_\_\_ •



# Craft Your Personal Brand Statement



(Your name)

(What you want to be known for)

I'm Heidi, a professional listener & questioner.

(Your audience)

I help both co-workers and stakeholders,

(Problem you're trying to solve)

make decisions and create new solutions,

(Your unique approach / solutions)

with/by empathy-driven research approaches.

# Leveraging Personal Branding



## Elevating YOU

Help communicate **who you are and how you're different from others** – or to increase credibility & profile within organization.

- Performance reviews
- Applying for promotions
- Move to different departments
- Job hunting
- Move to different industry



## Elevating Your Department

Help communicate **what unique value your department brings to the organization**, what decisions you inform & what quality to expect from you

- Consistent slide format
- Easy ways for others to understand what your role is
- Differentiator (Is/ is not list)
- Make it visual!



# Personal Branding Successes



## Americans are likely to ...

- Work with **50%**
- Promote **49%**
- Vote for **45%**
- Hire **45%**
- Date **29%**



An individual with a well established personal brand

**92%** Of people trust recommendations of individuals over companies

Content shared by employees is re-shared

**24X**

Compared to those shared by brands

Applicants with something negative in socials typically turned down by


**92%** of employers

# BONUS: Download the Template



## Personal Brand Case Study Template

- Editable
- Customizable
- Step by step direction
- Icon resources
- Google Slide template



# First Lastname


Subheadline for your top skills or capabilities.

**CONTACT INFO:**  
e: firstlastname@gmail.com | ph: 123-456-7890 | LinkedIn


One-liner highlight of your skills, or approach to a problem.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.


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 **APPROACH TITLE**

Ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

 **TITLE**

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

 **TITLE**


Minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex.


**FIRST LASTNAME**  
Title for The Case Study Here


Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea

**ROLE**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**RESULTS**  
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. **Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.**







Everyone has a personal brand –  
by design or by default.

– LIDA CITROËN



# LET'S CONNECT

**Heidi Carrion**

On LinkedIn

**Ari Krzyzek**

On LinkedIn & Instagram

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