

Establishing your personal brand

Diana L. Ascher, PhD, MBA

Agenda

◊ Introductions

- A little about me
- A little about you
- In a nutshell (or an elevator)

◊ Mahhhhh-keting

- Definitions
- Audience
- Research

◊ Establishing your personal brand

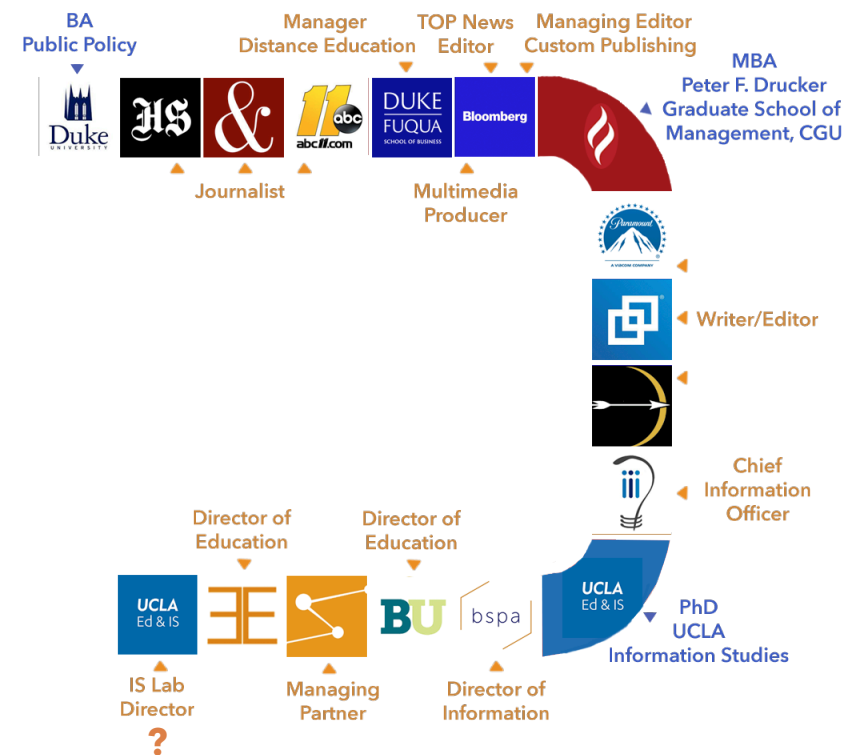
- Defining measurable goals
- Crafting your message
- Developing your personal style
- Respecting cross-channel distinctions
- Maintaining consistency
- Evolving as a thought leader

Introductions

- ◊ A little about me
- ◊ A little about you
- ◊ In a nutshell (or an elevator)

A little about me

- Direct career path
 - Not
- Singular passion & purpose
 - Nope
- Revisionist history
 - Not by a long shot



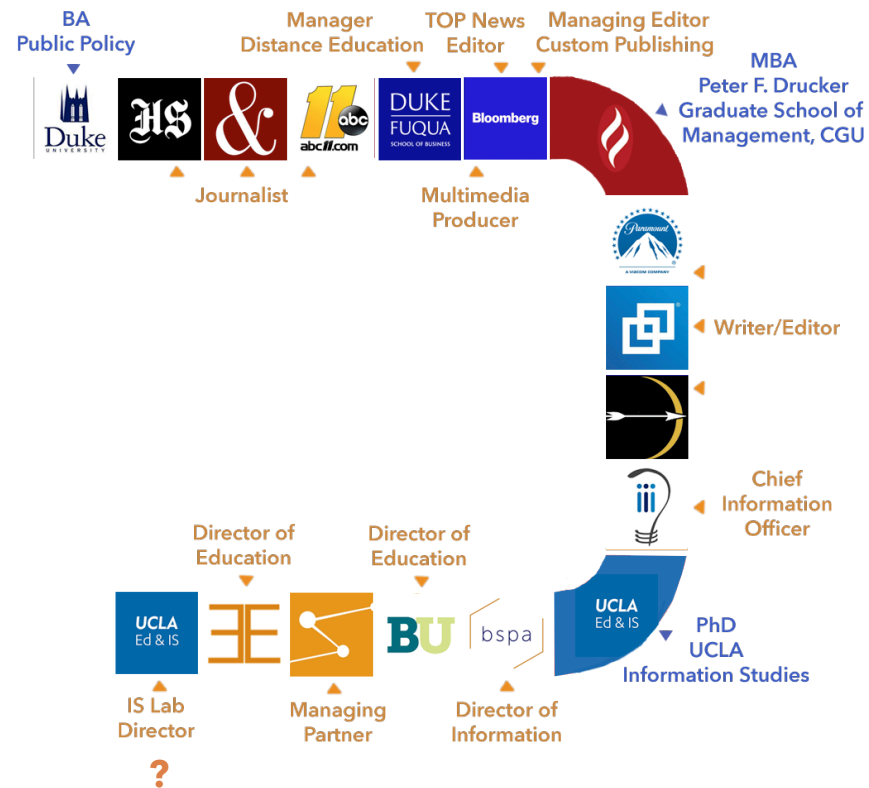


There is no such thing as a career path now. The only career goal you should be focused on is staying relevant.

~ Karen Shnek Lippman, Howard-Sloan-Koller Group

Controlling the narrative

Create a narrative that emphasizes your professional development



Controlling the narrative

Identify your

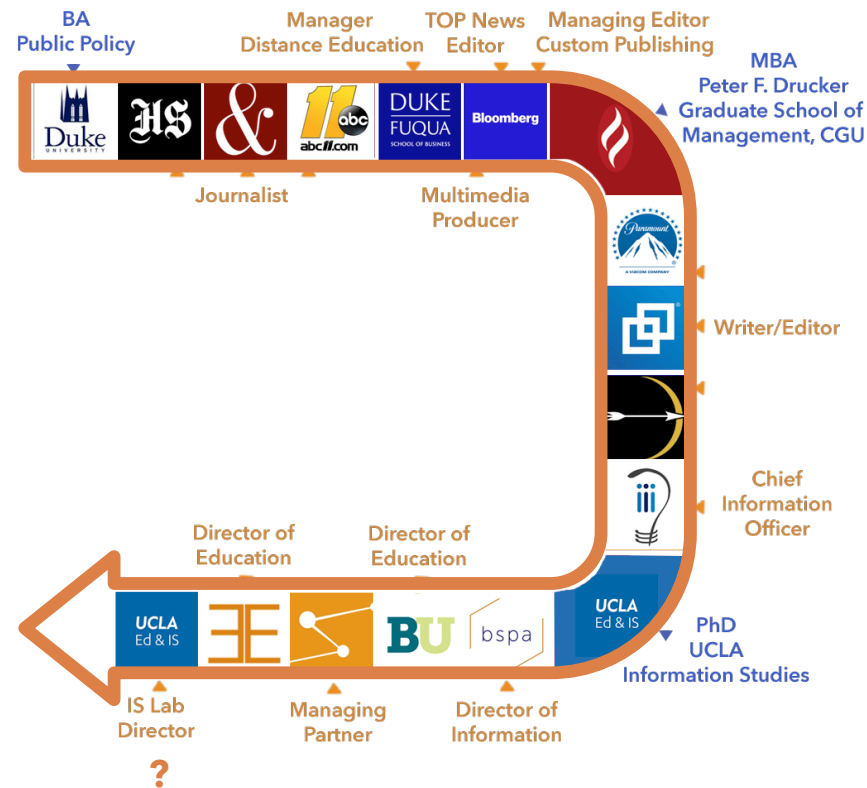
accomplishments

skills & relevant experiences

fields & stakeholders

Connect your values to your achievements

Create a narrative that emphasizes your professional development



Controlling the narrative

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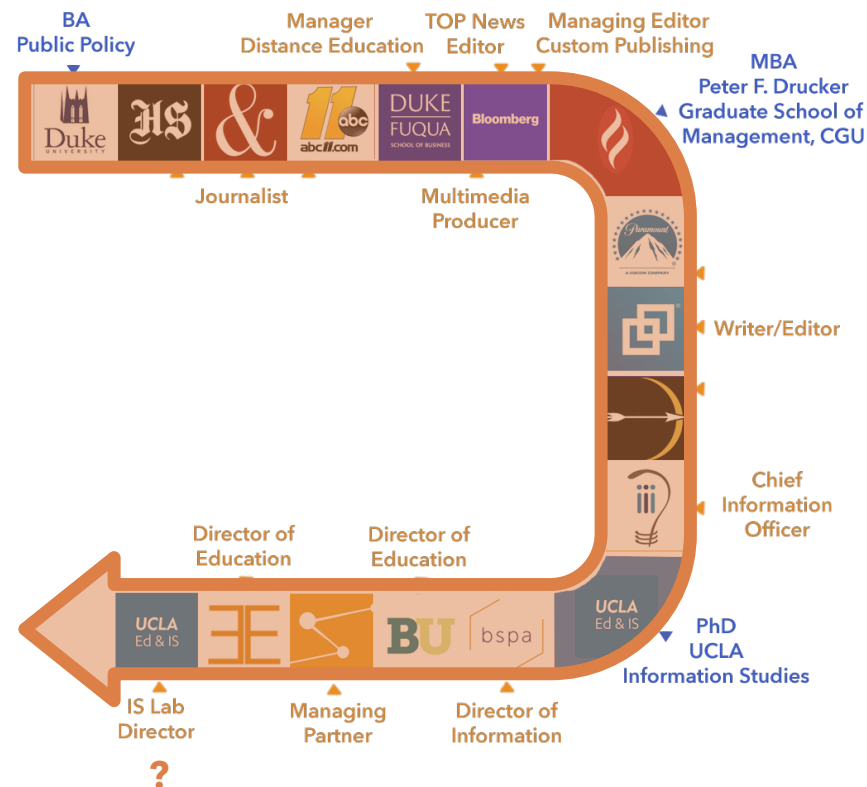
accomplishments

skills & relevant experiences

fields & stakeholders

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That's a lot.

A little about you

Exercise 1

xtensio.com

Create a free account

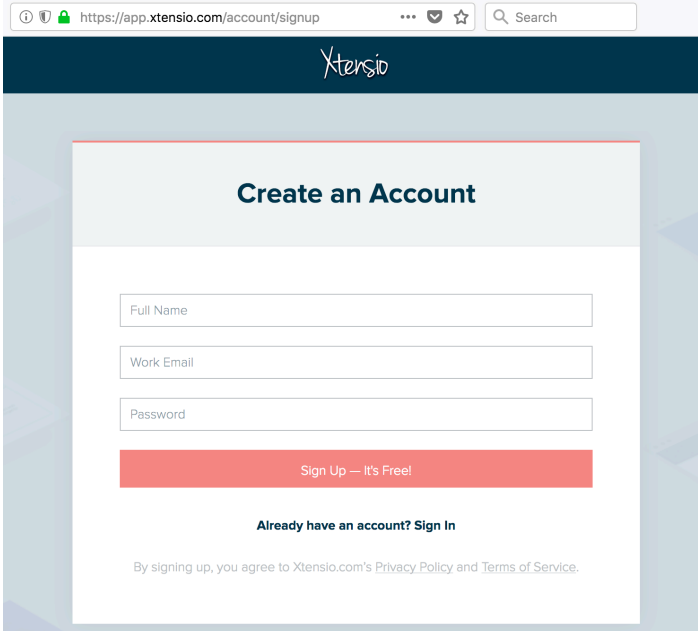
Log in

Select the User Persona template

Craft a persona that reflects your interests, strengths, and skills

Download a .png image of your persona

Email that image to dianaascher@ucla.edu



The screenshot shows a web browser window with the URL <https://app.xtensio.com/account/signup>. The page features the Xtensio logo at the top. The main heading is "Create an Account". Below this, there are three input fields: "Full Name", "Work Email", and "Password". A prominent red button labeled "Sign Up — It's Free!" is positioned below the input fields. Underneath the button, there is a link for "Already have an account? Sign In". At the bottom of the form, a small line of text states: "By signing up, you agree to Xtensio.com's Privacy Policy and Terms of Service."

A little about you

Exercise 1

xtensio.com

Create a free account

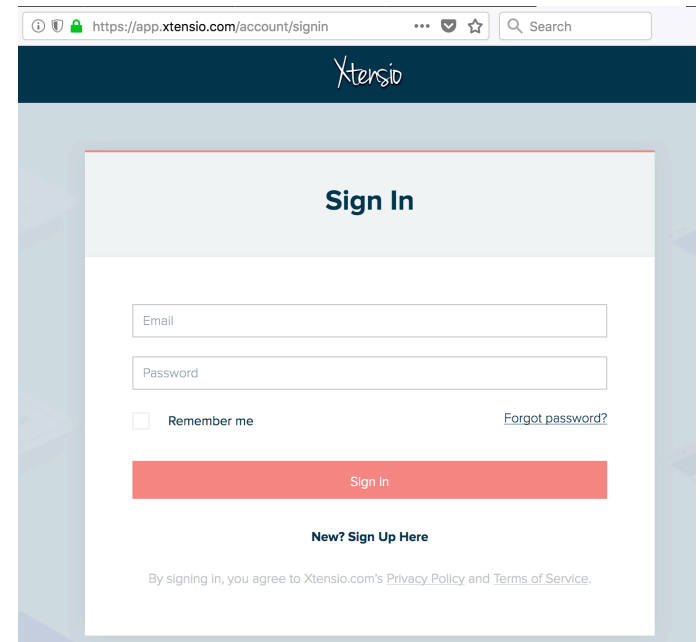
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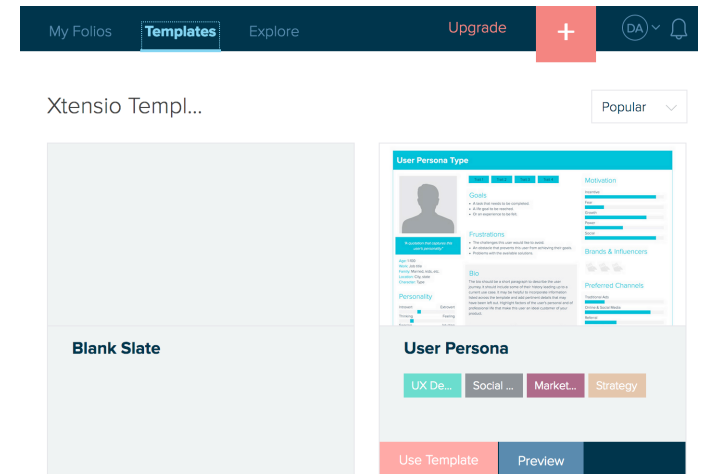
A screenshot of a web browser showing the sign-in page for Xtensio. The browser's address bar displays "https://app.xtensio.com/account/signin". The page features a dark blue header with the "Xtensio" logo. Below the header is a light gray box containing the "Sign In" form. The form includes two input fields for "Email" and "Password", a "Remember me" checkbox, and a "Forgot password?" link. A prominent red "Sign In" button is centered below the form. At the bottom of the form, there is a link for "New? Sign Up Here" and a small disclaimer: "By signing in, you agree to Xtensio.com's Privacy Policy and Terms of Service."

A little about you

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Diana L. Ascher, PhD, MBA



Goals

- Expand MLIS Internship Network
- Establish workshop series for professional LIS skills
- Develop funding channels to support research

Research

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

Diana L. Ascher works at the intersection of information practice and policy. She is a principal at Stratelligence, which brings cutting-edge information research directly to the boardroom and hosts resources for information scholars, industry leaders, policy makers, and journalists. In addition, Dr. Ascher is a co-founder of the Information Ethics & Equity Institute, which bridges information studies research and praxis through accredited programming for data and information workers.


Previously, Dr. Ascher gained expertise in data and knowledge management, custom-publishing technologies, and financial communication and literacy at American Funds and Bloomberg, and as the manager of distance learning at the Fuqua School of Business at Duke University. Early in her career, she wrote for the Durham Herald-Sun, the Charlotte News & Observer, and WTVD News.

Dr. Ascher earned a Ph.D. in information studies at UCLA. She earned an M.B.A. from the Peter F. Drucker Graduate School of Management at Claremont Graduate University and a B.A. in Public Policy with concentrations in Journalism and International policy from Duke University as a recipient of the Benjamin N. Duke Leadership Scholarship.

Expertise

- Information Architecture
- Data Visualization
- Strategy
- Communication
- Network Analysis

Industry Experience



Personality

Invert: [] Extrovert []
Thinking: [] Feeling []
Sensing: [] Intuition []
Judging: [] Perceiving []

Proficiency

- Adobe Suite
- Microsoft Office
- NodeXL Pro
- Tableau

A little about you

Exercise 2

- Take out a copy of your resume
- Compare it to your persona
- Highlight items in your resume that reflect the interests, strengths, & skills featured in your persona

NAME
7000 10th Ave., City, State ZIP
777-555-1111 | email@gmail.com

Education

Ph.D. Candidate, Biology, University of Pennsylvania	GPA: 3.87/4.00	20XX
B.S. Environmental Science, University of California, Berkeley	GPA: 3.45/4.00	20XX
B.A. Political Science, University of California, Berkeley	GPA: 3.45/4.00	20XX

Awards and Recognition

- Dean's Award for Distinguished Teaching by Graduate Students (1 of 10) 04/20XX
- National Science Foundation Graduate Research Fellowship, \$120,000. 08/20XX-08/20XX
- J. William Fulbright Fellowship, \$20,000. 08/20XX-08/20XX
- National Science Foundation Research Experience for Undergraduates, \$4,000. 05/20XX-08/20XX
- Broad Prize for Urban Education, \$10,000. 08/20XX-05/20XX

Professional Experience

Pro-bono consultant, Bank Information Center, Washington, D.C. 20XX-Present

- Assessed biodiversity benefits and costs of management plans proposed to World Bank and communicated analysis in writing for a 5-person team of non-scientist policy and program managers

Resident Assistant, University of California, Berkeley 20XX-20XX

- Implemented 100+ educational and community events targeting 50 freshman and transfer undergraduates

Counselor/Clerk, Cal Student Orientation, University of California, Berkeley Summer 20XX

- Advised 400+ students on selecting first year courses and introduced 200+ parents to campus life
- Transformed manual processing of 2000+ handwritten forms for a

Research Experience

Ph.D. Candidate, Biology Department, University of Pennsylvania

- Studied the effects of the environment on pollination using multi-
- Collected data for 3 summers in Mongolia and managed a persona
- Part of 3-person team that maintained equipment for a \$2.5MM air
- Co-authored 1 paper, 2 articles for The New York Times, and 1 fit

Fulbright Fellow, Geography Department, University of the Aegean, G

- Hypothesized and confirmed plant reproductive mechanism from California taxpayers \$12.5MM annually and impacting 14MM ac

Research Assistant, Biology Department, Middle Eastern Technical U

- Quantified risk taking foraging behavior of honeybees and co-auth

Other:

Leadership: Mentored independent projects for students (2 high school, 1 college); Founder and editor of science-educational site focused on K-12; Created pollination lab and taught 30 K-12 students in under

Interests: American civil rights history, playing basketball, collecting

Selected Publications: (2 of 6)
NAME, P., L.A. NAME, A.B. NAME, et al. 20XX. Title. Ecology XXX
NAME, A.B. "Title." Title. New York Times. XX. July 20XX. ArticleU

User Persona Type

Tab 1 Tab 2 Tab 3 Tab 4

Motivation

- Incentive
- Fear
- Growth
- Power
- Social

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and/or professional life that make this user an ideal customer of your product.

Personality

Age: 1,100
Work: Job title
Family: Married, kids, etc.
Location: City, state
Character: Type

Introversive Extroversive
Thinking Feeling
Sensing Intuition
Judging Perceiving

Brands & Influencers

Preferred Channels

- Traditional Ads
- Online & Social Media
- Referral
- Guerrilla Efforts & PR

A little about you

Exercise 2

- Take out a copy of your resume
- Compare it to your persona
- Highlight items in your resume that reflect the interests, strengths, & skills featured in your persona

DIANA ASCHER PHD, MBA
INFORMATIONIST

CONTACT
Mobile: +1 (310) [REDACTED]
Office: +1 (310) 441-5421
Email: dianaascher@ucla.edu
Skype: dianaascher
Location: Los Angeles, CA
Languages: English, Spanish

WORK
Experience: 20+ years
Current Job: Chief Education Officer, Principal

EXPERTISE
Business: Data & Information Policy, Strategy, Editorial
Academia: Data & Information Policy, Practice, Training

EDUCATION
PhD: UCLA Information Studies
MBA: Drucker @ CGU
BA: Duke Public Policy

PROFICIENCY
Adobe Suites: [REDACTED]
Microsoft Office: [REDACTED]
HTML5 & CSS: [REDACTED]
Fortran, Matlab, Python: [REDACTED]
R, Stata, SQL, VBA, Spark: [REDACTED]
Tableau: [REDACTED]
NodeXL: [REDACTED]

ONLINE PROFILE
LinkedIn: linkedin.com/in/dianaascher
ResearchGate: researchgate.net/profile/Diana_Ascher
Twitter: twitter.com/dianaascher
Stratelligence: stratelligence.net/diana-ascher
GitHub: github.com/dianaascher
Information Ethics & Equity Institute: ethicsequity.org/user/dianaascher

TIMELINE
2016: Co-Founder, Chief Education Officer, Information Ethics & Equity Institute, Principal, Stratelligence
2015: Director of Education, Business U
2013: Director of Information, Behavioral Science & Policy Institute
2010: Vice President, Content & Analysis, Industry Intelligence
2009: Chief Executive Officer, Artemis Editing
2006: Writer, Capital Group/American Funds
1987: Managing Editor, TOP News Editor, Multimedia Producer, Bloomberg
1985: Manager, Distance Learning, Fuqua School of Business, Duke

CALL ME
+1 (310) [REDACTED]

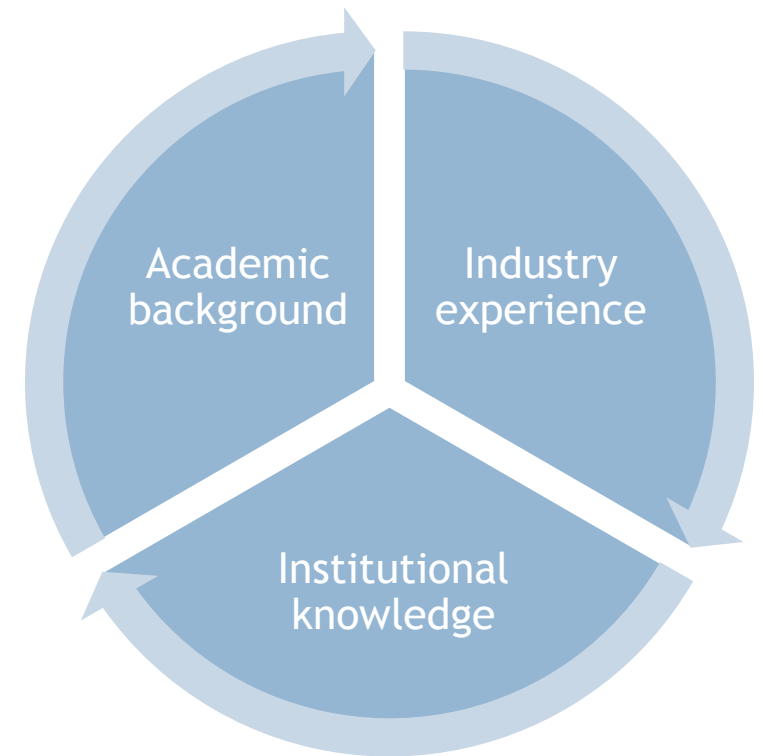
ABOUT ME
I provide evidence-based strategic guidance and tools to aid decision makers in organizations facing the world's most overwhelming challenges, while advocating for ethical and equitable information policy and practice.
As an informationist with a successful track record of delivering business value in the corporate and academic arenas, I draw from more than two decades of experience as a writer, editor, media director, and strategist at companies such as Bloomberg and American Funds. I conduct research, teach, and consult on best practices for tackling complex information challenges. I aim to provide solutions that help decision makers access, interpret, and use information in ways that promote human dignity.
My doctoral research focused on cultural differences in the information practices of news organizations before and after replacing social media managers with algorithms. My side projects investigate information practices in educational institutions, governments, hospitals, media companies, and NGOs.
I also love using network analysis to uncover and disrupt the information networks of racists, neo-fascists, and terrorists.

REFERENCES
Safyya U. Noble, PhD
University of Southern California
E: sallyano@usc.edu
Jonathan Furner, PhD
University of California, Los Angeles
E: jfurner@ucla.edu

In a nutshell (or an elevator)

Exercise 3

- Partner with someone you don't know or don't know well
- Practice explaining your careers as concisely and clearly as possible, hitting on the highlighted items in your resume



In a nutshell (or an elevator)

- ◊ Who is this?
- ◊ What's a relevant problem?
- ◊ Who are the stakeholders?
- ◊ How does this person's expertise advance the organization's goals?
- ◊ So what?



In a nutshell (or an elevator)

- ◊ Who is this?
- ◊ What's a relevant problem?
- ◊ Who are the stakeholders?
- ◊ How does this person's expertise **add value**?
- ◊ So what?



Mahhhhh-keting

- Definitions
- Audience
- Research

Definitions

- Marketing
 - ▶ Active management of perception
 - Branding
 - Controlling the narrative
 - Who you are
 - What you do
 - Whom you serve
 - Promotion
 - Aligning strategy with objectives

Definitions

◻ Marketing

➤ Active management of perception

◻ Branding

◻ Controlling the narrative

◻ Promotion

◻ Aligning strategy with objectives

REQUIRED

Understanding
your audience(s)

Audience

- ◊ Who are they?
- ◊ How much do they already know about my field and skills?
- ◊ What do they think about my my field and skills?
- ◊ What are their goals?
- ◊ How might my expertise help them achieve their goals?

Audience

- ◻ Develop personas
 - Be specific
 - Identify perspectives for research

Research

- ⬡ What does each audience need to understand about you?
- ⬡ Who comprises the search committee?
 - Leverage your network for insight

Research

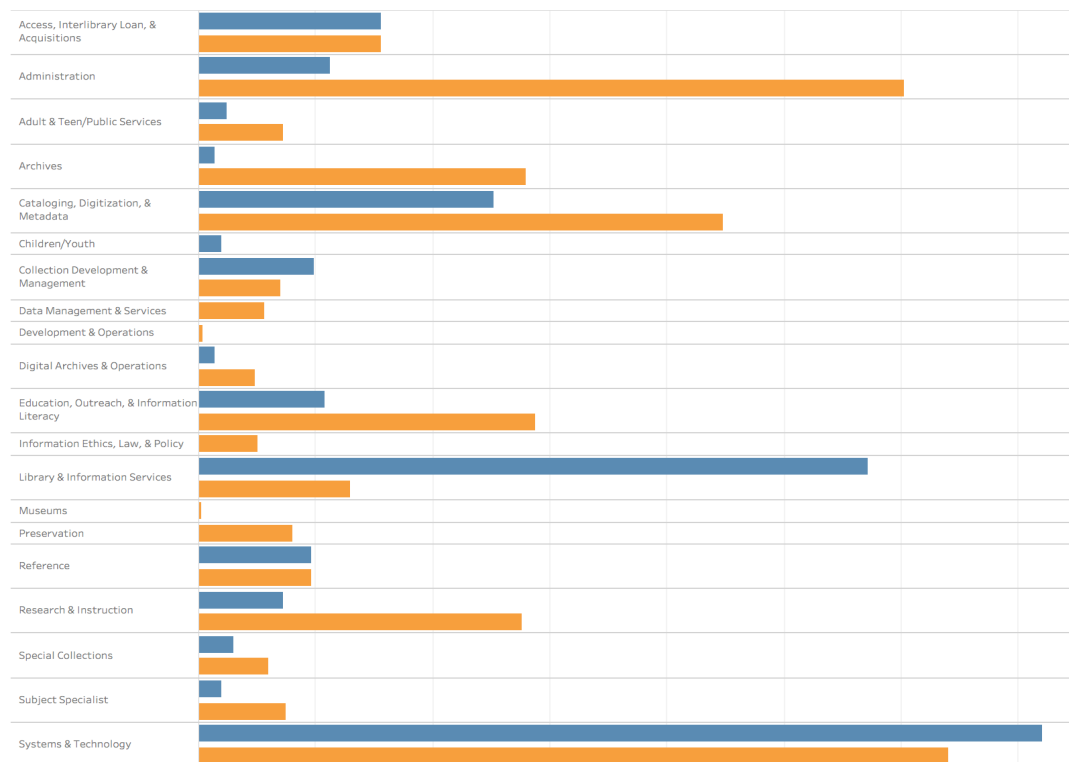
	Demographics	Psychographics
Definition	Statistical data relating to the population and particular groups within it	The study and classification of people according to their interests, activities, and opinions
Examples	age cultural or ethnic background education level gender geographic region income level	attitudes beliefs knowledge level lifestyle loyalties values

Populating your audience matrix

- Research studies
 - What's been published about each particular audience segment?
 - What studies examine the inner workings of the organization?
- Brainstorming
 - Create a list of audience characteristics based on your personal experience.
 - Leverage social media to glean a sense of how the organization engages with the public.
- Interviews
 - Meet with any contacts you have in the organization to learn about their backgrounds, beliefs, experience, and values.
 - Leverage LinkedIn.

What are employers seeking?

Recruitment by Category Then & Now



Tailoring messages for stakeholders

Reframe your elevator pitch for each audience segment

- ◊ Management
 - Direct & indirect expectations
 - Performance evaluation
- ◊ Coworkers
 - Accountability
 - Culture & history
 - Division of labor
- ◊ Support
 - Administration
 - Subject Matter Experts
 - Technology Specialists



Tailoring messages for stakeholders

Reframe your elevator pitch for each audience segment

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How will you make each
of these stakeholders
look great?

Tailoring messages for stakeholders

Reframe your elevator pitch for each audience segment

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 - Direct & indirect expectations
 - Performance evaluation
- ◊ Coworkers
 - Accountability
 - Culture & history
 - Division of labor
- ◊ Support
 - Administration
 - Subject Matter Experts
 - Technology Specialists

**In each of these
channels?**

- ✓ blog
- ✓ email
- ✓ endorsements
- ✓ face-to-face interactions
- ✓ interviews
- ✓ news releases
- ✓ op-eds
- ✓ photos & videos
- ✓ social media posts
- ✓ website



That's a lot.

Exercise 4: Populate your audience matrix

Audience Segment	Demographics	Psychographics	Your Contribution
Management			
Coworkers			
Support			

Establishing your personal brand

- ◇ Defining measurable goals
- ◇ Crafting your message
- ◇ Developing your personal style
- ◇ Respecting cross-channel distinctions
- ◇ Maintaining consistency
- ◇ Evolving as a thought leader

Personal branding

- ⬡ Authority
- ⬡ Identity
- ⬡ Style

Personal branding

- ◊ Authority
 - The difference between expertise & authority is influence.
- ◊ Identity
 - Your personal brand should convey your values.
- ◊ Style
 - Communicate these values across channels & formats.

Defining measurable goals

- ⬡ How do others in the field define success?
- ⬡ How can you relate previous successes to future contribution?
- ⬡ Think both short- and long-term

Crafting your message

Audience Segment	Goal	Channel	Message	Measure
Management				
Coworkers				
Support				

Developing your personal style

- ◊ Memorable & repeatable tagline
- ◊ Recognizable logo &/or photo
- ◊ Color, font, & formatting complementarity
- ◊ Voice & tone consistency, as appropriate for channel
- ◊ Differentiator(s)
 - Link to your specialized expertise
 - Scientific rigor
 - Other elements highlighted previously

Respecting cross-channel distinctions

	Channel A	Channel B
Audience A		
Audience B		

Maintaining consistency

- ◇ Style guide
- ◇ Templates
- ◇ Aesthetic
- ◇ Values

Evolving as a thought leader



- ◊ Stale versus timely content
- ◊ Coordinated promotion
- ◊ Network expansion



Thank you.

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ascher@gseis.ucla.edu

Q & A