Stand in Your Power: Building Influence and Impact

Presented by
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Stand in Your Power

Building Influence and Impact

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• 20+ years as CMO and brand development expert
• Public speaker, author, and social media strategist
• Coach to executives, professionals, military veterans
• TEDx speaker

Identity
Reputation
Personal Brand

Building Influence

- Impact
- Intention
- Insight
- Integrity
What is a Brand?

Personal Branding is...

✓ Simple
✓ Perception & judgment
✓ Control
✓ Emotional
Your Current Brand

What makes you unique?
What are you passionate about?
What is your story?

How do you want to be remembered?
Target Audience

What Do You Know About Them?

Likes?
Dislikes?
Influencers?
Fears?
Joy?
FUNCTIONAL Needs

EMOTIONAL Needs

really

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Brand Behavior

1. Narrative
2. Networking – in person and online
3. Image & Body Language

Market Yourself

- Narrative
- Networking
- Social Media
- Image
- Body Language
1

Narrative

• Are my words consistent with my values?
• Am I projecting confidence and building trust?
Elevator Pitch

1. What do you do?
2. How do you do it differently?
3. Stories, anecdotes, examples to illustrate

A Good Elevator Pitch

- Excitement
- Concise, succinct
- Interest in others
- Share examples
A Bad Elevator Pitch

- Job description or resume
- Abstract or technical
- Boring

Networking

- Do my relationships reflect my personal brand?
- Am I networking strategically?
- Do I show up authentically?
• Network intentionally
• Win/win
• Circles of influence
• Perception matters!

Taking Your Brand Online

Social media is not a fad.
Google is a noun and a verb.
People will search for you online.
If you don’t appear online… do you exist?
Online networking is about --

- **Authenticity**
- **Credibility**
- **Collaboration**

Your Online Reputation

- Authentic
- Careful
- Stay within guidelines
- Nothing is private
Landmines

- Venting
- Confidential information
- Threatening
- Over sharing
- Rants
- Photos

Opportunities

- Personal brand
- Tribe
- SME
- Influence
- Findable
- Sharing
• Does my image reflect my personality?
• Is my image distancing me from stakeholders and hurting my career?

Image & Style
- Confidence
- Influence
- Personality
- Position (authority)
- Respect
90-93%

5 Body Language Insights

The handshake

Your face

Eye contact

Preening

Self-protecting

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Next Steps

 ✓ Clarify your values
 ✓ Evaluate your current brand
 ✓ Articulate your desired brand
 ✓ Understand your target audience
 ✓ Build a strategy
 ✓ Live your personal legacy!
Recap

• Your personal brand is your greatest asset
• Treat others the way they want to be treated
• Be the same online and in person
• Build your legacy

“Reputation is Everything!”
--Lida Citroën

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Your opinion matters!

Please take a moment now to complete the evaluation.

Thank You!