TOP TIPS

Reinventing You: Define Your Brand, Imagine Your Future

DORIE CLARK
( PRESENTER BIO )
In this presentation, Dorie Clark, author of the book Reinventing You, discusses the subject of Reinventing You: Define Your Brand, Imagine Your Future. She offers advice for how you can reinvent yourself, take control and make sure that your true talents are fully recognized. This Top Tips provides a summary of the techniques presented, including time stamps for each so you can go to the place in the recording where it is explained.

The adaptability and the ability to reinvent yourself is the fundamental foundational 21st Century skill (05:43).

Reinvention is a three-step process (06:12):

1. Understanding your brand (06:17). None of us is a blank slate. We all have a brand. Personal brand is our reputation. You have to get clear on what it is.

2. Figuring out where you're going (07:36). What is your vision for the future? What do you like people to say about you? It's really all about envisioning the future and how to get there.

3. Living out your brand (08:10). Some people confuse your brand with your elevator pitch. Though the elevator pitch (what you say about yourself) is important, it's not the totality of your brand. Your brand is a combination of that plus how you manifest yourself in the world.

Delving deeper into each step and citing specific examples, Ms. Clark shares some tips and suggestions you can follow:

I. Understanding your brand.
   A. Get the feedback you need (08:59). Can be by way of a 360 in a corporate setting, where your company gets an executive coach to go around and interview your peers, colleagues, and employees and get a sense of how you show up in the workplace. As individuals, what you can do on your own is a modified version -- the three-word exercise. Go around and ask people you work with, your friends and family to describe you in three words. Getting feedback about what other people think of you is a powerful way to get a sense of what is genuinely seen as unique about you.

   B. Honing your skills (12:51).
      1. Ask for what you want (15:07). People usually tend to wait for things and opportunities to appear and then compete for it. But the secret is starting the other way around. Do not just wait for the opportunity to present itself so you can jump right in. Get a competitive advantage by being proactive and creating the opportunity yourself -- reach out to people you admire and want to work with and ask for what you want.
2. **Join a Board/Non-Profit Organization (19:39).** Think of joining a charitable organization as not only a nice thing to do or a nice way to give back, but also as an incredibly powerful tool for your professional development.
   b. Low-pressure form of professional development that enables you to experiment and take risks.

3. **Don't be afraid to go backward (23:38).** When we talk of reinvention, most people are afraid to take the risk of losing their seniority and starting again at the bottom. It is a valid concern. But sometimes, temporarily taking a step back can enable you to leap forward. If you have talent and you are smart and reliable, you are going to be able to quickly ascend back up to the level that you were at.

II. **Figuring out where you're going.**
   A. **Tell your story (30:29).** Sometimes the people closest to us are our greatest sceptics. When you reinvent yourself, make sure that the people around you understand what you're doing and why you're doing it. Take control of the narrative. Tell people not only where you are now and where you're going, but how the two fit together so they can understand and appreciate that.

   B. **Embrace Janusian Thinking (37:03).** It's basically seeing the world in two different ways simultaneously. Be innovative and go beyond what everybody else is thinking. Sometimes it's not just all about experience.

III. **Living out your brand.**
   A. **Content creation (43:46).** Blogging is still a powerful tool. It is a way you can show people your ideas.

   B. **Leverage your affiliations (45:40).** One of the best ways to build trust fast is to find a commonality with people you are working to build trust with. Tap that connection.

   C. **Build your credibility by helping others shine (48:05).** Lead by giving. Offer something valuable.

   D. **Make yourself a hub (50:24).** Make yourself indispensable in a network. Get to know a wide variety of people and be a connector.
      1. **Network with collaborators and competitors (51:52).** Bring people together for mutual benefit -- be it colleagues or people from different firms. You intertwine with tons of people.
      2. **Wingman strategy (53:40).** Research shows that if you keep on talking about yourself and your accomplishments, people tend to consider this as bragging and will eventually stop listening. But if others do it for you -- a “wingma”n -- they are going to listen and think you are awesome.