

Personal branding

Welcome to: Personal Branding in Denmark

Expat in Denmark
March 4 2010
Copenhagen Marriott Hotel

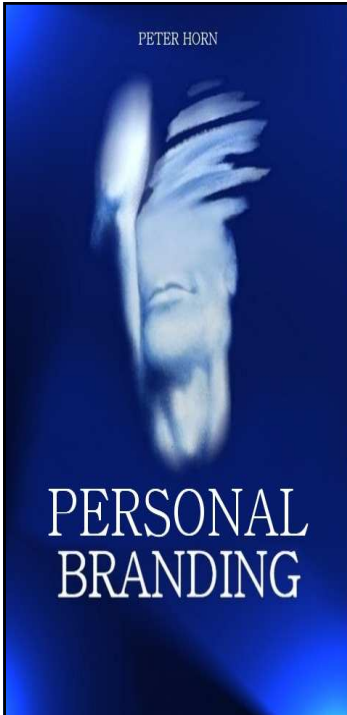
Peter Horn & Co. © 2010



The speaker

- Peter Horn is a Danish author, leadership adviser and managing director of Peter Horn & Co. Ltd. (www.peterhorn.dk). He has written several books about "how to create your own brand", among them the English written "Personal Branding" (2009), and the three in Danish: "Top of Mind" (2007), "Burn Through" (2006) and "Personal branding" (2004 -2005 -2009).
- Peter and his associates have given lectures, courses or consultations in personal branding in Denmark, Norway, Sweden, UK, Switzerland and Australia.
- He is an adviser to and a former member (2005-2009) of the Advisory Board for MA in Experience Leadership at Roskilde University and one of the two editors and one of 30 authors (all members of the advisory Board) of the book "Experience Leadership in Practice" (2009).
- His subject tonight is "Personal Branding in Denmark" and he'll tell how to establish yourself as a professional and a private "label" among the Danes.


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**PERSONAL
BRANDING**

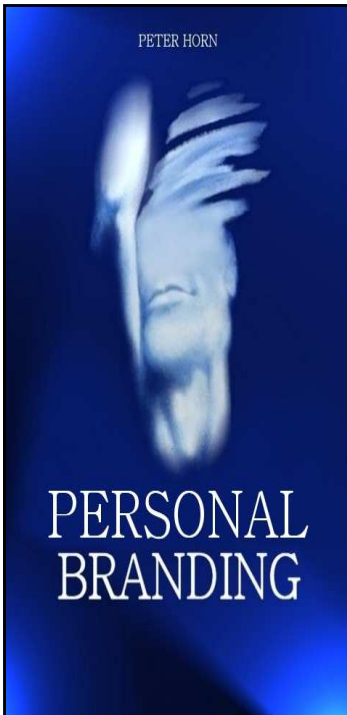
The quote

“In the end, it is impossible not to become what others believe you are.”



Julius Caesar in Gabriel Garcia Márquez’s book “Memoria de mis putas tristes”.

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The Programme

- 1. Personal branding – an introduction**
- 2. Your “market”**
- 3. Your areas of excellence**
- 4. Your strategy and implementation**
- 5. Questions**

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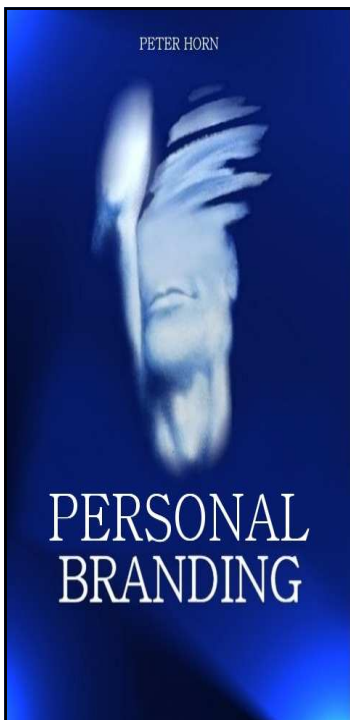
Which brand would you prefer...

- ...as a sound?
(Upright bass, sea, car, soprano, elephant, bird, melody, café, plane)
- ...as a city?
(Singapore, Venice, New York, Moscow, Melbourne, Tokyo)

■ Exercise – 2 minutes each – say the sound/give reason why – discuss with your partner!



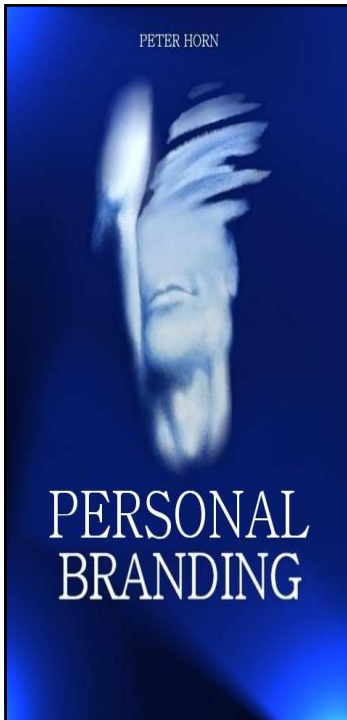
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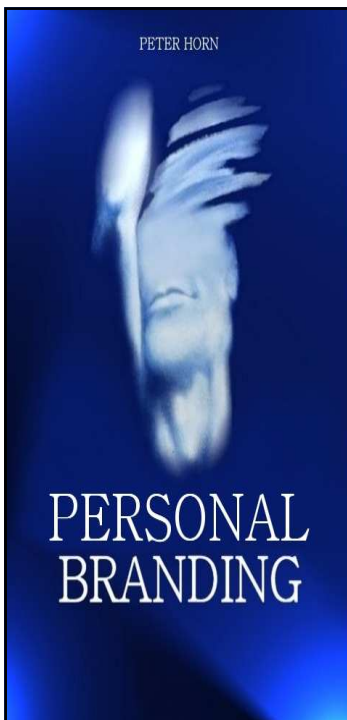
Definition

“Personal branding is the public projection of your personality and your abilities in a configuration that gains for you every possible advantage in achieving your unique career aspirations”.



Find your potential

"Our abilities are so increasingly similar that our personality is what makes us stand out from the crowd."



Why you should write down your goals

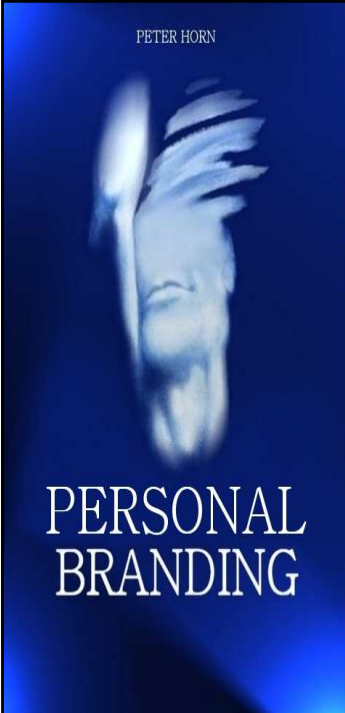
From:

"What they don't teach you at the Harvard Business School"

Graduate students from a MBA class were asked

"Did you set clear, written goals for your future and have you planned how to reach these goals?"

**3% had written goals and plans.
13% had goals, but not in writing.
84% had no specific goals at all.**



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3% made 10 times as much as all the others

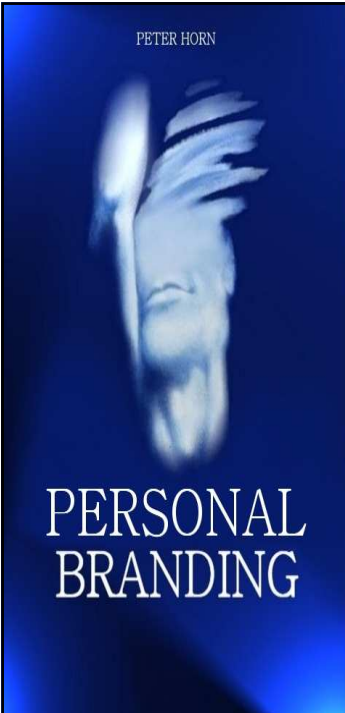
10 years after graduation:

The 13% who had unwritten goals performed twice as well as the 84% who had no goals at all.

The 3%, who had clear written goals, when they left Harvard, made 10 times as much money as all the other 97%!

The groups only differed in the way they considered their goals when they graduated.
(Source: Mark H. McCormack)

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The advantages of personal branding

- **Greater impact**
- **More interesting**
- **Visible to decision makers**
- **Everybody loves a winner - increased popularity**
- **More opportunities in work and private life**
- **Increased cooperation at work**

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Your "market"

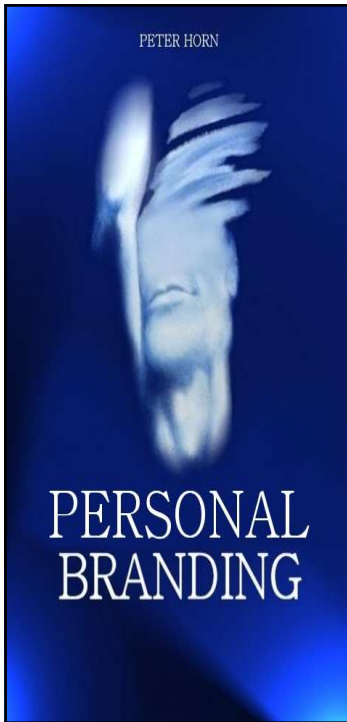
- Organisations and clubs – e.g:
- Your company's staff social club
- Expat in Denmark ([www. expatindenmark.com](http://www.expatindenmark.com))
- Evening classes (English or other language, cooking, music lessons etc.)
- Sports Clubs (tennis, football, biking, badminton, sailing, riding etc.)
- Danish Management Society – Dansk Selskab for Virksomhedsledelse (www.vlgrupperne.dk)
- Link – Ladies International Network København (www.linkdenmark.com)
- International Club Copenhagen (international-club-copenhagen.com)
- Copenhagen International Rotary Club (circ.dk)
- The DTU Exiles (exiles.dk) Exiles Rugby Union Football Club, Copenhagen
- **Exercise: Where to find your "market- and meeting place with the Danes" – discuss with your partner – 5 minutes!**

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Tools for personal branding

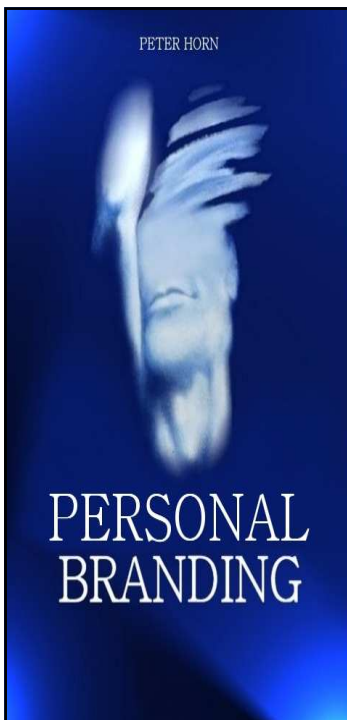
- Your personal strategy
- The personal label
- The personal market research
- Your brand value
- Your target groups
- Your media
- Your strategy plan
- The implementation



See your future now!

- Draw yourself in 10 years.
- Your preferred position in life?
- Who do you socialise with?
- What do you do – also in your spare time?
- Where are you on the map?

Exercise 5 minutes – work with your partner



The personal label

What do you contain?

For example:

- 20% leadership
- 20% intellect
- 10% drive
- 10% reflection
- 10% social consciousness
- 10% responsibility
- 10% humor
- 10% physical strength

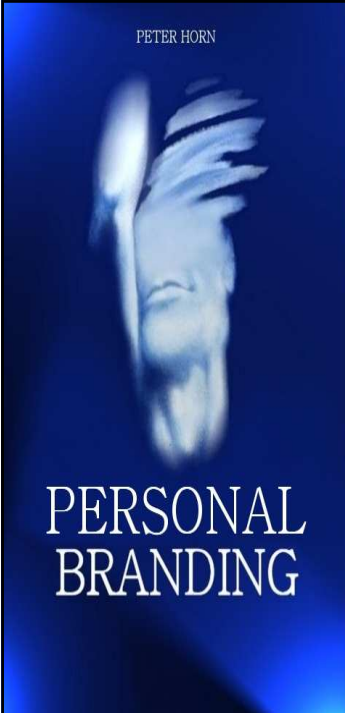
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Campbell Soup Company
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Exercise 5 minutes – work with your partner

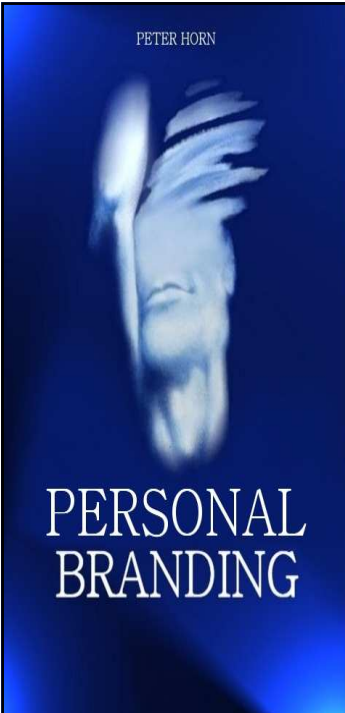


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Do your personal market research

- What is your ideal self- image?
- What is your actual self image?
- What does your colleagues think about you?
- Your staff and other employees?
- And the Dane you want to socialise with?
- Family and friends?

Exercise 5 minutes – work with your partner

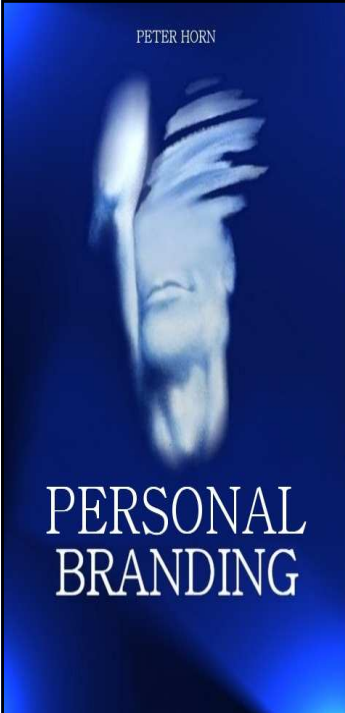


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The value of you as a brand – right now?

- Your current value as a brand (to socialise with the Danes)?
- The value you could have?
- How do you get there?

Exercise 5 minutes – work with your partner



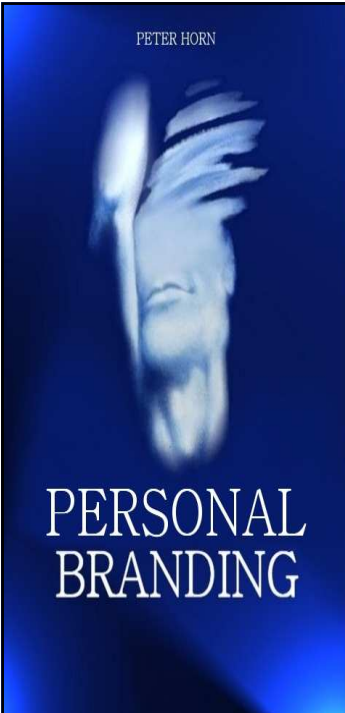
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Your area of Excellence

- **Your human and social superiority**
Not good, but great!
- **Will you choose to sail in the Blue Ocean or the Red Ocean regarding new experiences with the Danes?**
- **The use of your superiority in relation to the network you want to build among the Danes?**

Exercise 5 minutes – work with your partner



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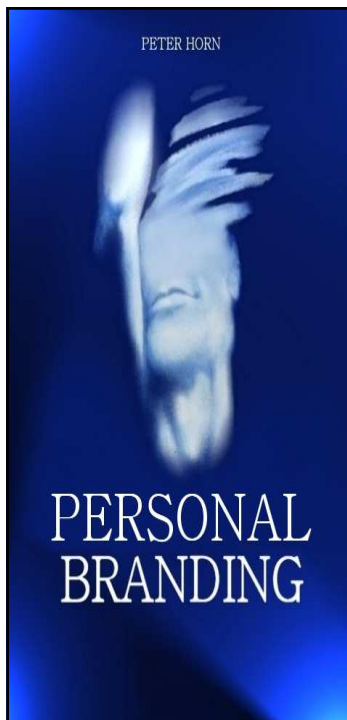
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The media

- **Media includes:**
 - **Other people,**
 - **gatherings,**
 - **in-company and external press**

How did you achieve visibility?
How will you achieve visibility?

Exercise 2 minutes – work with your partner



The strategy plan and implementation

Goal: "I'll build up a network among the Danes on a continuing basis for the next three years."

Identify resources:

Eg. network, teams, supporters

Identify areas of excellence :

examples from the personal market research, the personal label

My messages are the following:

messages with timing and development

My schedule is the following:

schedule with intermediate aims week/month/year

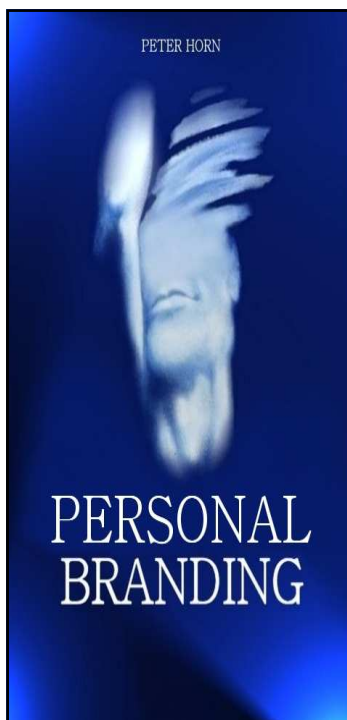
My plan for personal branding:

- schedule with planned activities/results, week/month/year

If the strategy does not succeed, my alternative plan is :

- a detailed plan B

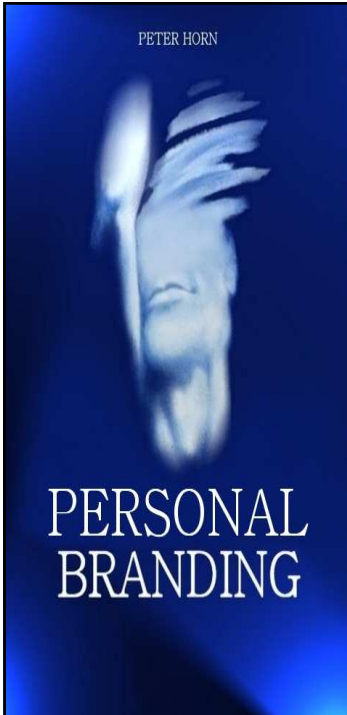
Do-it-yourself-exercise 5 minutes



Questions

Ask what you haven't yet been told, but need to know as you start to brand yourself among the Danes to-morrow.


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A good advice

“Never discourage anyone who continually makes progress, no matter how slow!”

Plato



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**More about
Personal Branding**

- Order the book **“Personal Branding”** for 299 DKK incl.VAT excl. shipment by mailing your data to:
ee@peterhorn.dk
- Feel free to contact Peter Horn
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- Phone +45 33 93 32 55
- www.peterhorn.dk

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