BUILDING YOUR PERSONAL BRAND

LINDSEY POLLAK

NYU LEADERSHIP WEEK | OCTOBER 17, 2016
THE BIGGEST LEADERSHIP MISTAKE
HELLO

Lindsey Pollak
Millennial Workplace Expert | New York Times Bestselling Author | Keynote Speaker | Media Spokesperson
Greater New York City Area | Professional Training & Coaching

Previous: LinkedIn, Working Mother Media, WorkingWoman.com
Education: Yale University

https://www.linkedin.com/in/lindseypollak
“Little choices make big impressions.”

- KEITH FERRAZZI, NEVER EAT ALONE
HOW TO SUCCEED & ACCELERATE YOUR CAREER

- Harvey Coleman, “Empowering Yourself: The Organizational Game Revealed,” 1996
YOUR LEADERSHIP BRAND
“Everything you do -- and everything you choose not to do -- communicates the value and character of [your personal brand].

“Everything from the way you handle phone conversations to the email messages you send to the way you conduct business in a meeting is part of the larger message you're sending about your brand.”

KEY ELEMENTS OF A STRONG LEADERSHIP BRAND

1. **Visibility**
   Are you visible and findable where VIPS are looking? What is your level of exposure as a leader?

2. **Differentiation**
   What are you known for? What knowledge, skills or experiences can you offer that other people can’t?

3. **Consistency**
   Is your image consistent across various professional situations? What about online?

4. **Authenticity**
   Are you genuine? Do you feel comfortable in your leadership style?
WHAT IS YOUR LEADERSHIP BRAND?

1. List 3 elements of your current leadership identity.
2. List 3 elements you want to be part of your leadership identity.
3. Determine 3 steps you can take to make one or more of your aspirational brand elements a reality.
5 LEADERSHIP LESSONS
1. READ THE PACKET
“Not all readers are leaders, but all leaders are readers.”

— HARRY TRUMAN
1. READ THE PACKET

• Read your major/industry’s “must read” publications, blogs & e-newsletters.

• Know the classic books in your field.

• Follow people and organization you admire on social media.
EXAMPLE:
LANDING A JOB IN VENTURE CAPITAL
(BUT DO NOT BECOME A STALKER...)
2. DRIVE THE TRUCK
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- Execute *everything* with excellence: Pay your dues/do the grunt work to build credibility and trust.

- Fill the gaps in your knowledge and capabilities before someone else suggests it.

- Volunteer for the hardest job that no one else wants.
3. HAVE THE STYLE CONVERSATION
I should just change my voicemail greeting to: "Please hang up and text me."
THE “STYLE CONVERSATION”
7 GOLDEN RULES OF PROFESSIONAL COMMUNICATION

1. Know your audience.
2. Communicate the way the other person wants, not the way you prefer.
3. Listen more than you talk.
4. Think before you speak, send or post.
5. Edit everything.
6. Close the loop and confirm receipt.
7. Remember that communication is an essential part of your job.
4. DRESS FOR THE ROLE YOU WANT
4. DRESS FOR THE ROLE YOU WANT

- Know the environment (it’s okay to ask!)
- Less is usually more (accessories, fragrance, makeup, etc.)
- Hair and nails matter
- Remember that you should be more noticeable than your clothes and accessories
5. DO SMALL GOODS

THANK YOU
5. DO SMALL GOODS

- “Ping” your contacts regularly.
- Practice mutually beneficial networking.
  - “Is there anything I can do for you?”
- Show your gratitude early and often.
For a list of the resources mentioned today (and a few extras)...

Text “LINDSEY” to 66866