



## Growth through Learning™

Dear Clients, Valued Partners and Friends

The issue of personal and corporate branding continues to be a hot topic. Once the sole domain of marketing and PR specialists, leaders in non-sales and marketing sectors such as "professionals" including architects, engineers, construction firms, lawyers, and even chiropractors are now realising the power of creating and leveraging their brand identity. Remember - whether your brand is created by design or default, you still have a brand! Everything from your attitude to the message on your voice mail and the speed with which you respond to client emails can build or diminish your brand. It is important to understand how you and your firm's brand is perceived. Conduct a brand value test by asking your trusted advisors such as top clients, suppliers and employees how they perceive you and what they would describe as your value proposition. Find out what sets you apart and why they deal with you. Don't disregard what they say if you hear what you don't like. Listen openly and objectively as you may gather valuable insight. The input provided may help you get a better handle on how you are perceived and lead to defining or clarifying your UVP - Unique Value Proposition. When you move beyond selling on price you get into the exciting world of relationships, trust and intrinsic value which is priceless. Included is a useful definition of what a brand is.



### What is a BRAND?

Your brand is the sum total of the unique elements and characteristics that differentiate you from your competition. It comprises all the impressions your clients and prospects have of your company - your qualities, character, culture, and vision. It's how you do business. A strong brand pre-qualifies you in your client's mind, and positions you as the only choice for the project. Brand-building requires that you understand and accept a simple truth: it's not about you. It's about your client. Begin by looking at every aspect of your business through your client's eyes. Where does your true value lie - beyond providing quality work, on time and on budget?

Your brand must answer the questions:

- What do our clients need?
- How can we answer these needs better than anyone else?
- What makes us believe we can do this better than our competition?

Source: *A/E Rainmaker*. April 2008, Volume 4, Number 4.  
*The Future is Yours - BRAND it!*

To help you develop, improve or revise your brand and central message that goes out to your clients, market and the world in general, consider the following articles on personal branding.

To your success!

**Ralph & the Kison Team**  
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### In This Issue

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## Brand Yourself to Fight the Bad Economy

My friend Dan Schawbel is a leading voice in the area of personal branding, focusing on helping individuals gain self-confidence, discover their passion, and develop a brand by using social media tools.

I invited Dan to discuss how personal branding can be used to fight the economic downturn and protect people from future layoffs. In his new book, *Me 2.0: Build a Powerful Brand to Achieve Career Success*, he provides a detailed four-step strategy for success. Edited excerpts of our conversation follow:

Marshall Goldsmith: Dan, what exactly is personal branding, and why is it so important in today's challenging workplace?

...For the rest of this story, click on the following link:

[http://www.marshallgoldsmithlibrary.com/cim/articles\\_display.php?aid=660](http://www.marshallgoldsmithlibrary.com/cim/articles_display.php?aid=660)

## E-mail Sabotage: Killing Your Brand Softly



Would you intentionally ignore your clients or send messages saying you don't care about them or their businesses? That is exactly what you do when you ignore e-mail or respond slowly or inaccurately.

In today's marketplace, mismanaging e-mail could shorten the lifespan of your business by killing your brand image.

Brand image is built from the inside out. Every communication that takes place between a company and a client, potential client, vendor, consultant, and even a competitor results in a positive or a negative impression. When those impressions are added together, they make up your brand image.

...For the rest of this story, click on the following link:

[http://www.managementconsultingnews.com/articles/green\\_article\\_brand.php](http://www.managementconsultingnews.com/articles/green_article_brand.php)

# Authentic Personal Branding

## ...A New Blueprint for Building and Aligning a Powerful Leadership Brand



With all of the social media opportunities today, personal branding is frequently being used not just in personal, but also in professional roles. It can be quite a dilemma for people to brand themselves successfully without losing their real selves in the process.

I am frequently asked questions about branding because of my success at "marketing me." For a different perspective, I called Hubert Rampersad, an authority on authentic personal branding, and asked about his thoughts on the subject.

Rampersad recently wrote a best-seller entitled *Authentic Personal Branding: A New Blueprint for Building and Aligning a Powerful Leadership Brand*. In it he provides a sorely needed guidebook that shows us all how to build our own authentic personal brand-and just as important-how to persuasively communicate this brand to the world.

...For the rest of this story, click on the following link:

[http://www.marshallgoldsmithlibrary.com/cim/articles\\_print.php?aid=811](http://www.marshallgoldsmithlibrary.com/cim/articles_print.php?aid=811)

## About Kison

Kison is a professional development firm specializing in providing you with customized services to fit your unique needs and requirements. Led by Ralph Kison, the firm focuses on growing people and maximizing organizational potential. We offer online training on myKISON, customized workshops and seminars, and one-on-one coaching.

If you have found the KISON weekly news tip of value, please share it with your friends and colleagues. Or if you would like to learn more about this or another topic, please let us know. We value your input - our passion is to help you grow!

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