

The Brand GAP: Developing Yourself Professionally

Branding:

1. Defining your brand and become an expert
2. Managing your identity
3. Generate brand awareness
4. The Three C's: Clarity, Consistency, and Constancy
5. Get Feedback

The Brand Gap

#1: Define your brand

#2: Managing your Professional Identity.

#3: Generate brand awareness through networking. Establish a presence.

Being In Your Element

Training and Development

- CAS standards for Academic Advising:
<http://www.nacada.ksu.edu/Resources/Clearinghouse/View-Articles/CAS-Advising-Standards.aspx>

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Your Professional Network

Finding your tribe

#4: 3 Cs of branding: Clarity, consistency, and constancy.

Clarity- free from obscurity and easy to understand, transparency

Consistency- agreement or accordance with facts, form, or characteristics previously shown or stated. Students need to get consistent information and treatment

Constancy- the quality of being unchanging or unwavering, as in purpose or loyalty

Being intentional

Document the journey

#5: Get feedback from those who know you best.

“If we don’t define our brand, someone else will.”