

BRAINSTORM YOUR BRAND

Brainstorm Your Brand to Influence Others



Tweet to Me! @cmpusateri @WisegateIT

#MindYourOwnBrand @BSidesOrl

WHY ARE WE HERE?

1. Why focus on personal branding?
2. How do I create a personal brand?
3. What resources are available for enhancing my personal brand and gaining respect from the business?
4. What are words of wisdom from Successful InfoSec Professionals?



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WISEGATE: MAKING IT A BETTER PLACE



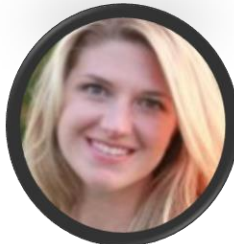
Sara Gates

Founder & CEO
(Former VP at Sun
Microsystems)



Jamie Lewis

Board Member
(Former CEO of
Burton Group)



Christa Pusateri

Director, Member
Recruitment,
Southeast

- Sara saw a need to reduce vendor influence and give IT a voice.
- Jamie saw an opportunity to help provide more actionable insight for senior leaders.
- Christa recognized the need to innovate the IT Advisory Industry with a purposeful, on-demand service to facilitate sharing of real insights from real leaders in real time.

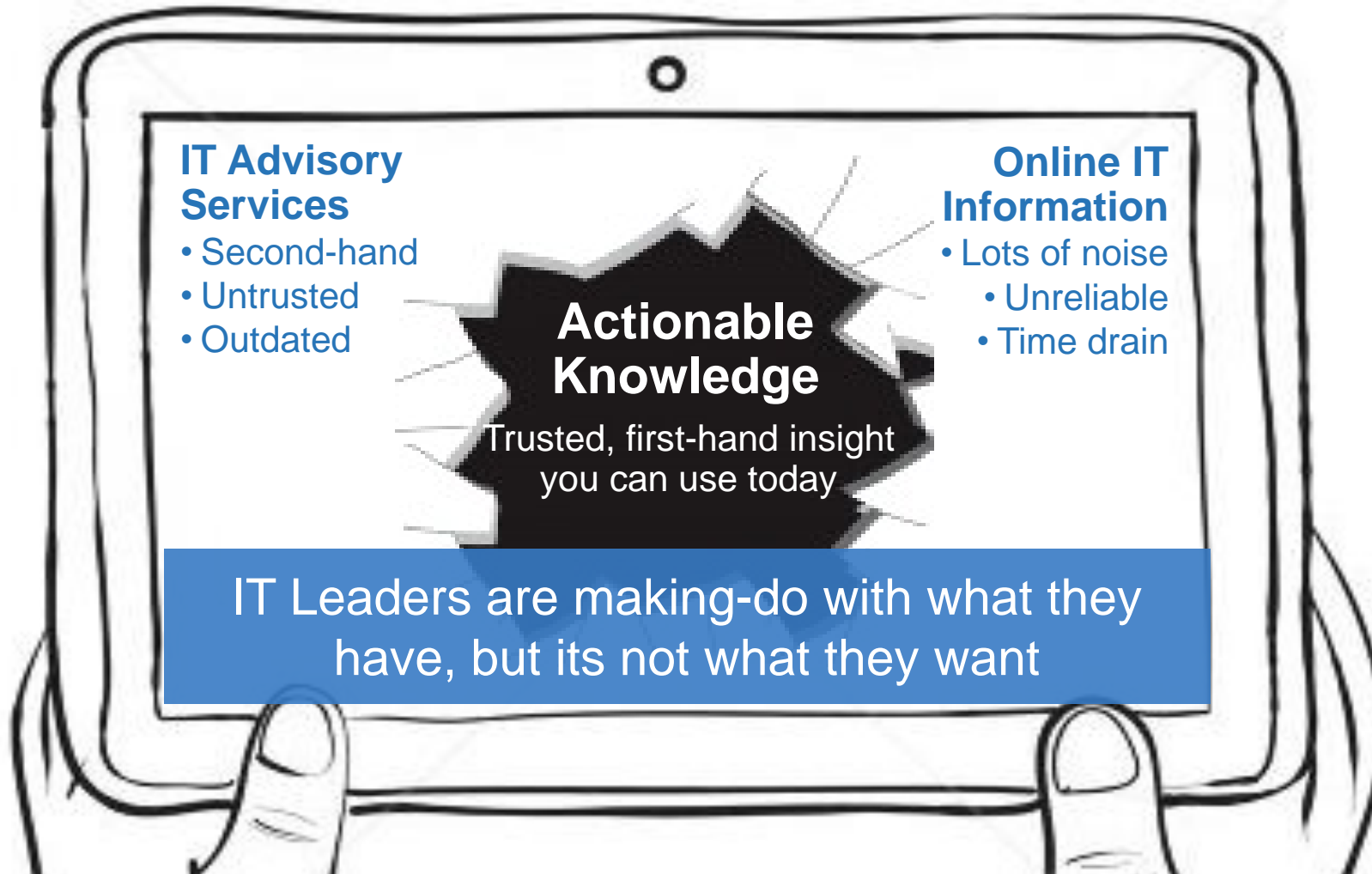


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THE GAPING HOLE IN IT INFORMATION



WISEGATE IS LEADING THE CHANGE



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NOT JUST SOCIAL NETWORKING

Requires three key elements for success



Social & Matching
Technology



Hands-on
Help



Pristine
Peer Network



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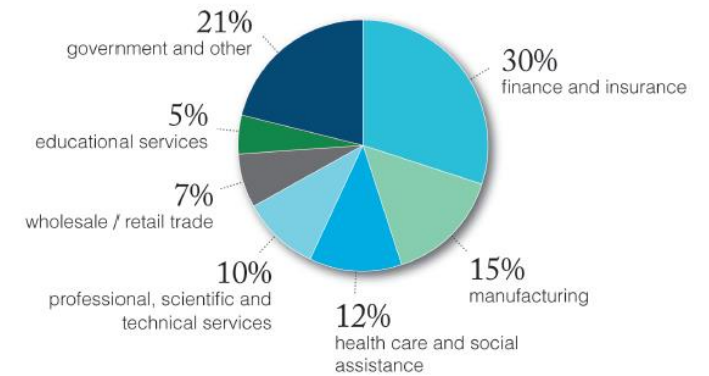
WHY ARE WE HERE?

Figure 9. Wisegate Survey Question: "Choose the three skills and attributes you think would be most worthwhile for you to focus on to move your career forward."



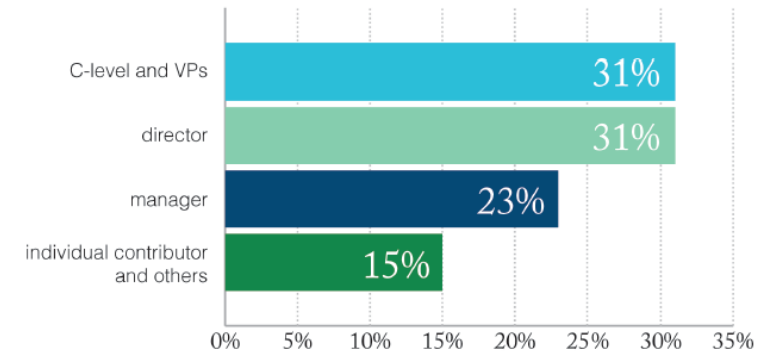
Source: Wisegate, April 2014

Figure 1. "Which of the following general categories describes the organization you work for?"



Source: Wisegate, April 2014

Figure 2. "Which of the below most closely matches your current role in IT?"



Source: Wisegate, April 2014

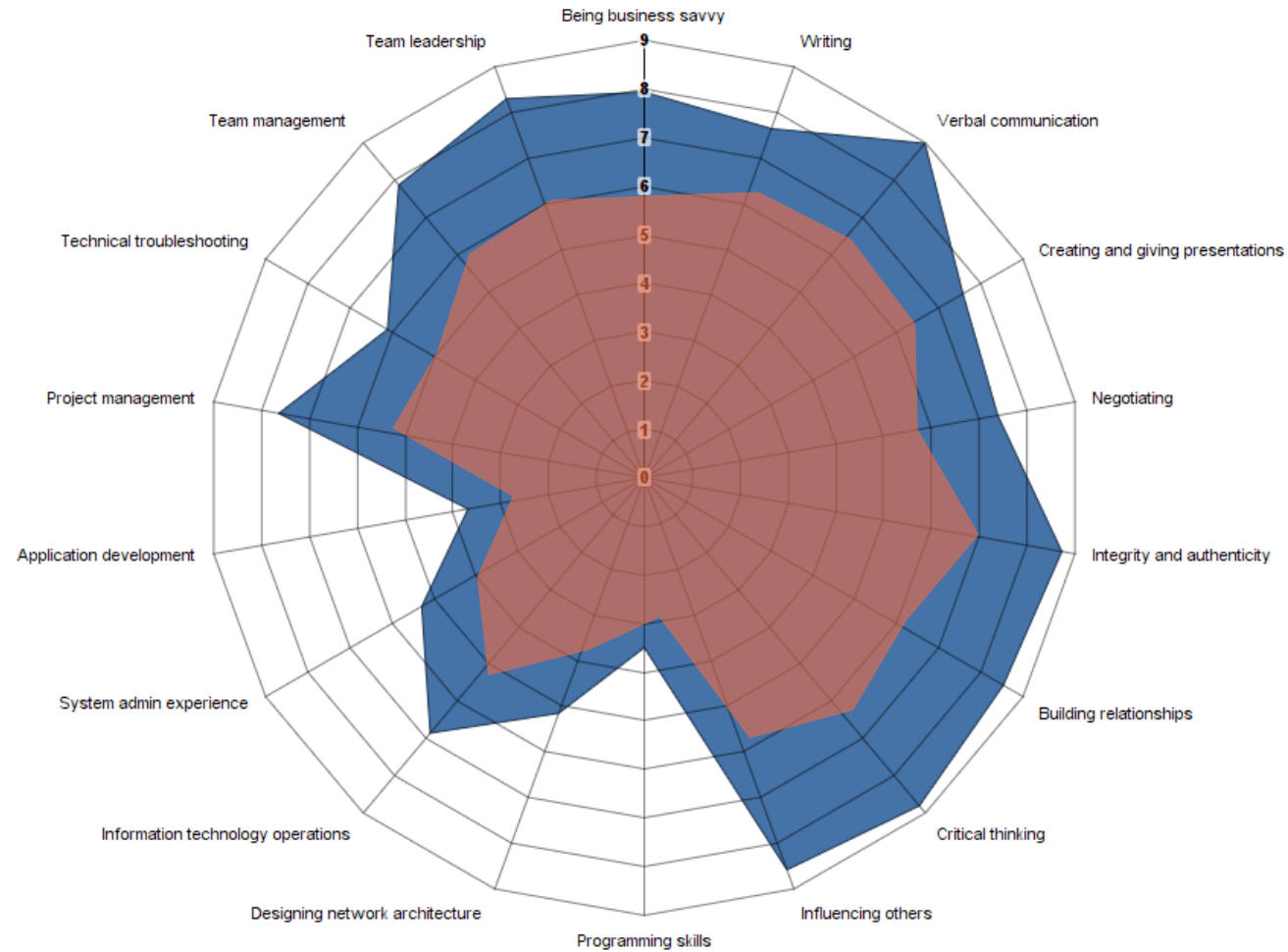


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ROOM FOR IMPROVEMENT



Skill Competence in Current Job

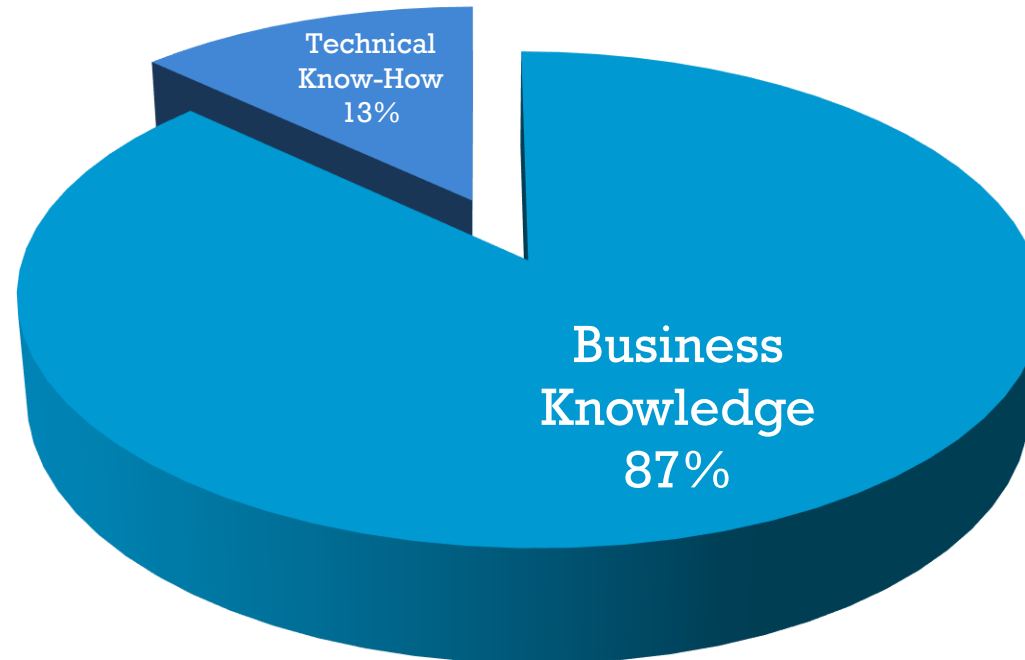
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YOU KNOW BUSINESS KNOWLEDGE IS IMPORTANT

Which is More Important For Career Advancement?



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ADVICE FROM THE PROS...

“The higher go or plan to go, the more important **branding and relationships** are. It is no longer doing a good job or being a top performer. That is table stakes and a given. **It is all about the relationships you have**, who believe you can do a great job in something you’ve never done, **and how much credibility you have banked.**”

- Gary Eppinger, CISO, Carnival Cruise Lines



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ADVICE FROM THE PROS...

“People tend to see us [InfoSec Pros] as the Police. Trying to enforce like the police doesn’t work. **Trust and Influence** are the most important tools in an InfoSec leader’s toolbox to be effective.”

- Sali Osman, ISO, Time Customer Service Inc.



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ADVICE FROM THE PROS...

"I made a promise to myself that I would never have to go looking for a job, if I have to go looking for a job."

- Anil John



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YOUR BRAND = YOUR REPUTATION



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HOW INFOSEC PROS PERCEIVE THEMSELVES

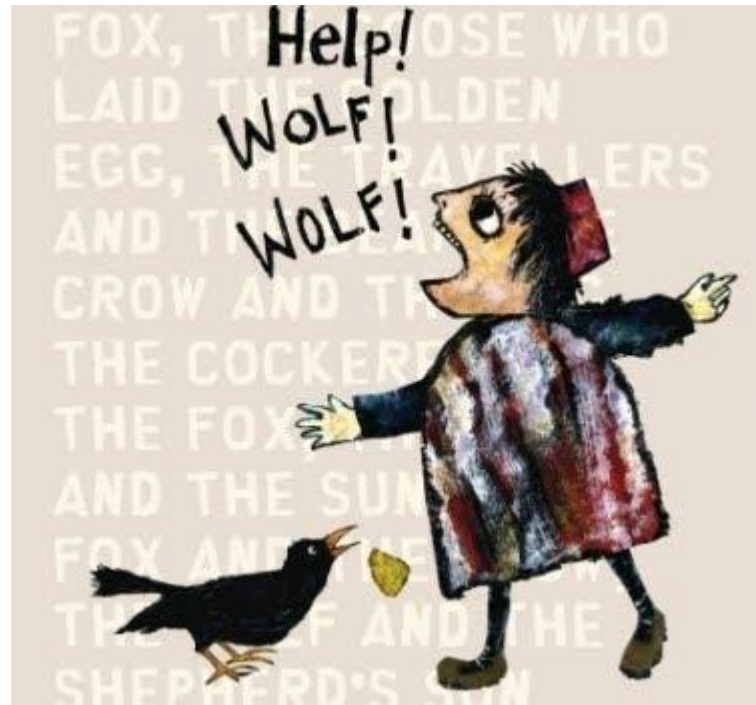


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HOW EXECUTIVE LEADERS PERCEIVE THEM



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HOW INFOSEC LEADERS PERCEIVE THEIR ROLE



HOW OTHER LEADERS PERCEIVE INFOSEC ROLES



HOW HACKERS PERCEIVE THEMSELVES



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HOW NORMAL PEOPLE PERCEIVE THEM



PERCEPTIONS ARE REALITY



TRUST is Built on

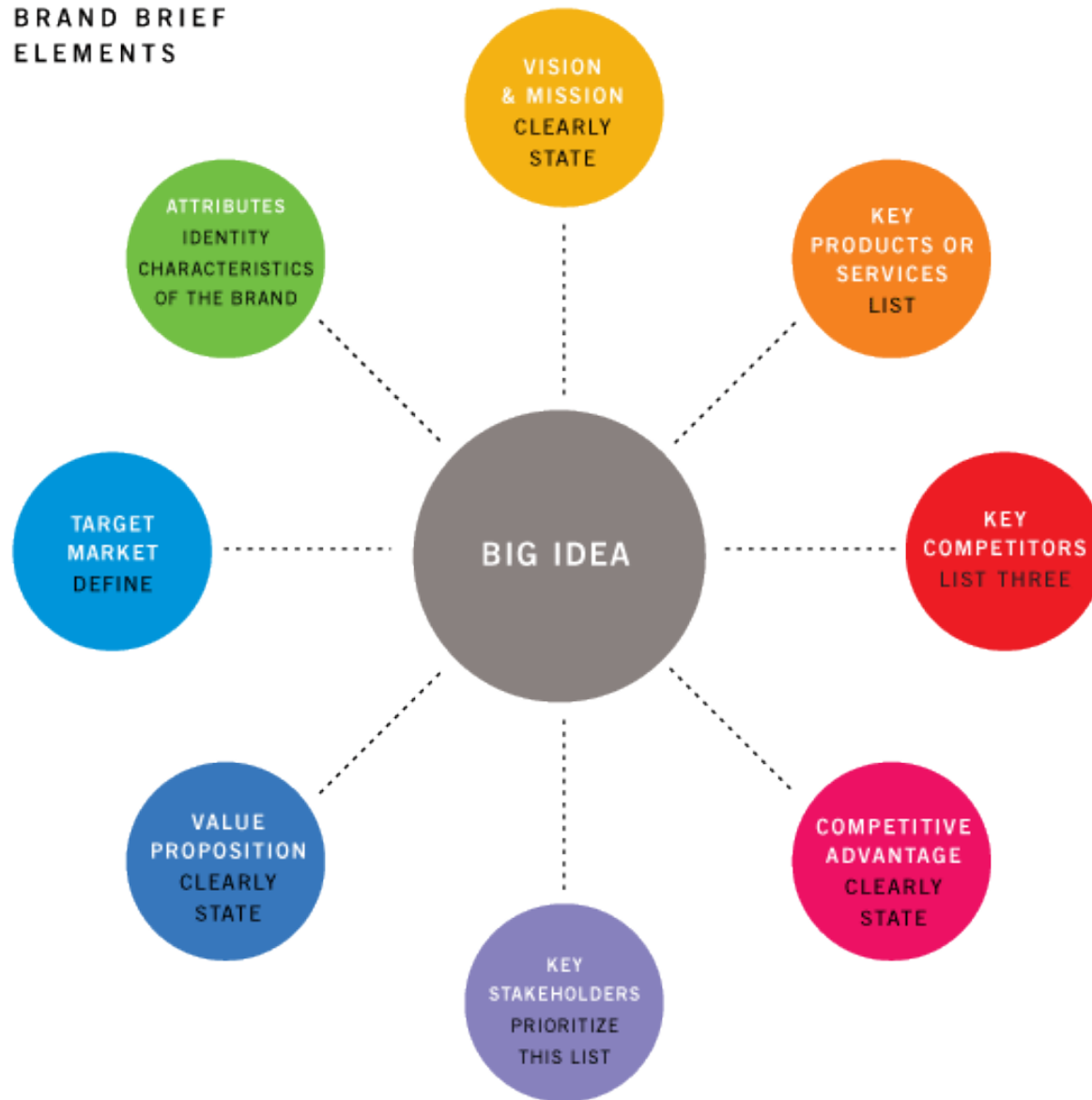


FIRST IMPRESSIONS

<http://jeffsollee.com/simple-blogging-tips/>



BRAND BRIEF ELEMENTS



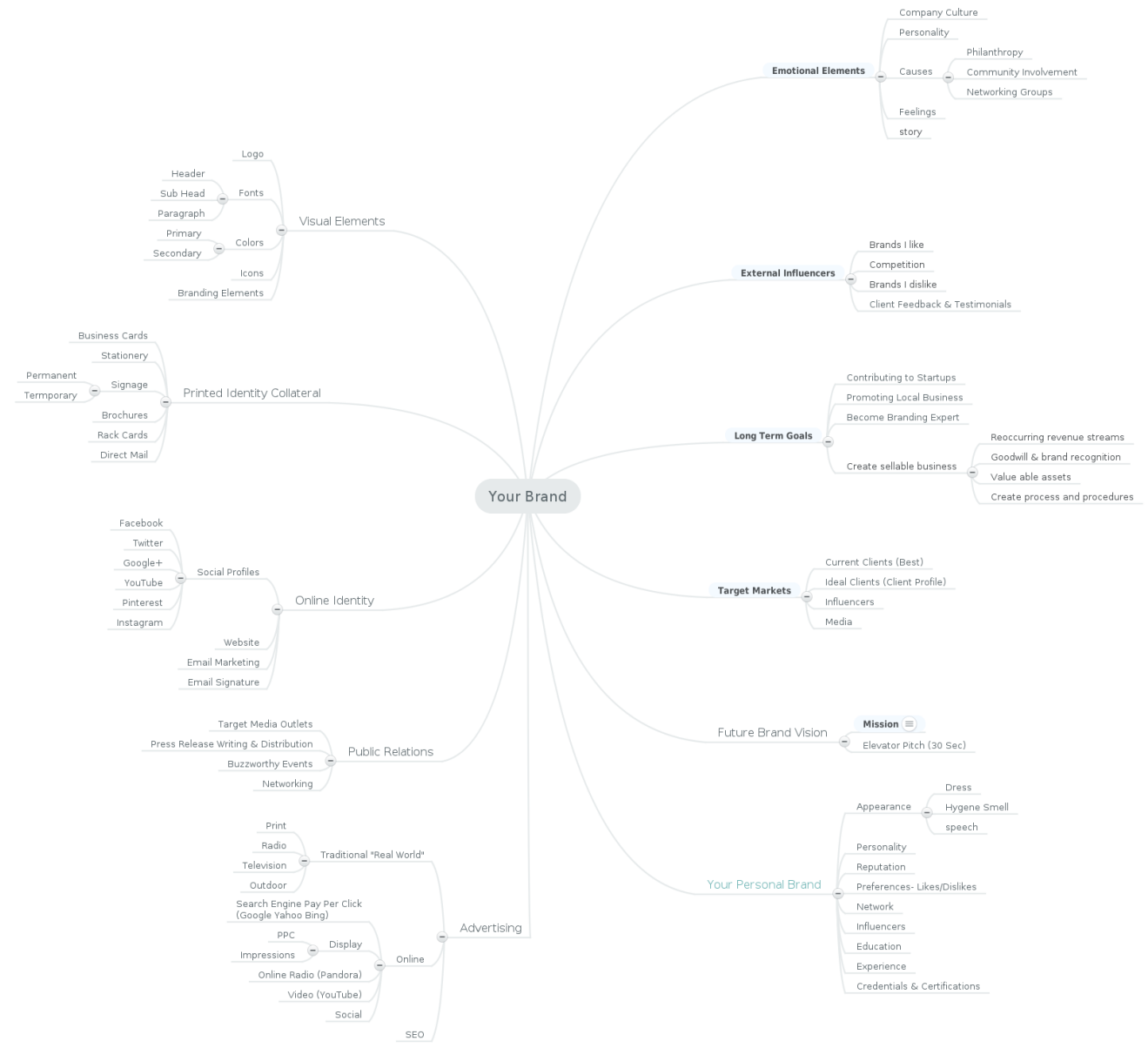
Alina Wheeler, *Designing Brand Identity*

GOALS & ELEMENTS OF BRANDING

1. Build Trust
2. Gain Loyalty
3. Get Attention
4. Be Memorable
5. Engage People



BRANDING CAN BE VERY COMPLEX...

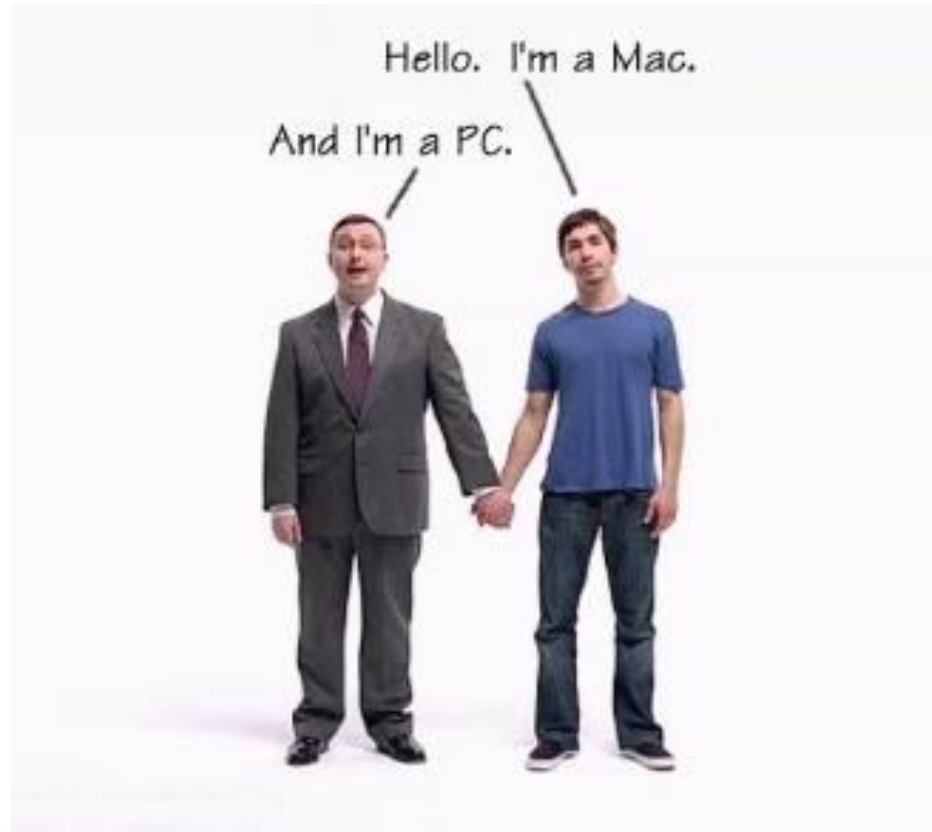


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...SIMPLE IS MOST SUCCESSFUL



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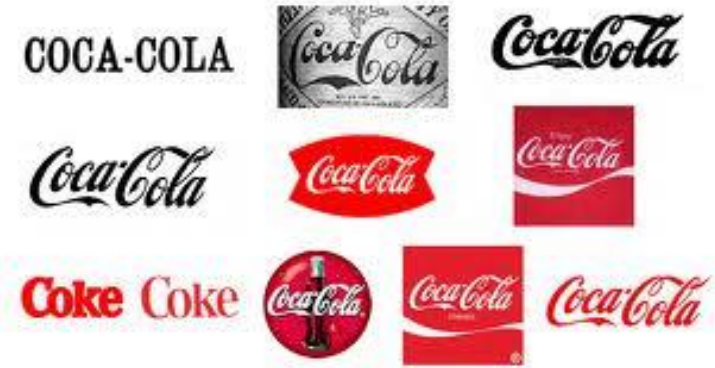
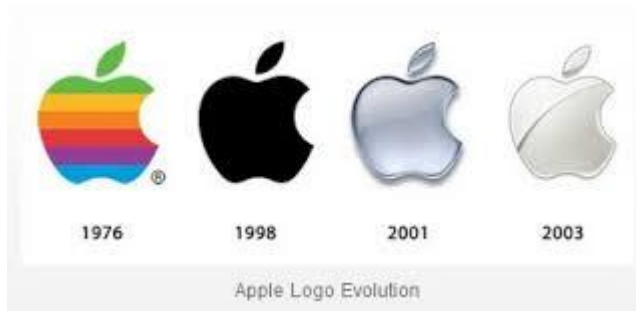


BRANDS EVOLVE

JCPenney 1968-2010
Designed by Utimark

jcpenney 2011
Designed by Luke Langhans

jcp 2012
Designed by brandadvizors



1971-1996



1996-2005



2005-present



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SO DO WE



7 CRUCIAL PILLARS OF PERSONAL BRANDING SUCCESS



START WITH MINDSET



1. Take Personal Responsibility
2. Have an Open Mind
3. Help people
4. Be Aware
5. Ask for Feedback
6. Learn from Experts
7. Always be Improving
8. Put People First
9. Admit When You Are Wrong
10. Ask for help



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WHO ARE YOU TODAY?

WHO YOU ARE

- Core Beliefs
- Values
- Personality
- Interests
- Traits
- Vision
- Confidence
- Courage
- Integrity
- Executive Presence
- Mantra
- Name
- Experience

WHAT YOU DO

- Follow Up
- Follow Through
- Products/Services
- Processes
- Problem solving
- Networking
- Helping Others
- Management Style
- Events
- Behavior
- Gestures
- Associations
- Sponsorships
- Community Service
- Social Networking
- Business Etiquette
- Eye Contact
- Hand Shake
- Touch- hugging, "hands on"
- Personal Hygiene

WHAT YOU SAY

- Messaging
- Slogan
- Scripts
- Language
- Policies
- Vocabulary
- Tone
- Internal Communications
- Web Content
- Blogging
- Social Networking
- PR
- Email Etiquette
- Presentations

HOW YOU LOOK

- Clothing
- Hairstyle
- Vehicle
- Advertising
- Website
- Email Signatures
- Internal Documents
- Marketing Materials
- Signage
- Office/Retail Space
- Interior Design
- Promotional Items
- Identity
 - Logo
 - Type (font)
 - Colors
 - Photography
 - Illustrations
 - Characters
 - Elements
 - Collateral (Business Cards, Letterhead, Envelopes, Note Cards)

**YOUR
BRAND**

BRAINSTORMING QUESTIONS

Who You ARE

- Who do I want to be? Why? (Be as specific as possible, write down everything that immediately comes to mind- you can go through and refine later)
- What am I interested in? (Include anything you spend time thinking about, Google Doing and Wishing you were doing)
- What three words do I want people to use when describing me?
- Who do I want to attract to my personal brand? What types of people?
- What are my hard core beliefs and values?
- What company or personal brands do I most identify with?
- What colors, shapes, animals or other visual objects do I identify with?
- If I could be anyone in the world today, who would I choose to be? Why?
- If I had \$10M to spend in any way I chose, how would I spend it?
- What do I want my kids, family and friends to say about me when I am gone?

What You DO

- What makes my product different?
- What is my value proposition?
- Why would clients buy from me?
- Why wouldn't they buy from me?
- What are my best attributes?
- What is my style?
- What words would describe me?
- Who do I want to be associated with?
- What do I want my customers to feel when they think about me?
- How do I want my employees/colleagues to feel?
- How do I get things done?
- What events would reinforce my brand?
- What knowledge can I share?
- How can I help others?
- What interpersonal skills do I want to excel at?
- What one word do I want people to use when describing me?

What You SAY

- Who am I trying to attract?
- What do they need?
- What do I want people to think when they hear my name?
- Do I want to be funny, conservative, serious, romantic, special, envied, elite, professional, clever, conversational, corporate or other?
- What words describe my services/product?
- What words describe my style?
- What words describe my personality?
- What words describe my communication?
- What senses do I want to appeal to? Sight, touch, taste, smell
- What words are critical for employees to hear?
- What is my mission?
- What is my Vision?
- What topics are important to my target audiences?
- Does my vocabulary enhance my value goals for my business?

How You LOOK

- What image do I want to portray?
- What do I want people to think when they see my business/me?
- What images, photos, colors, fonts, characters, or other elements represent my brand?
- What are the most important ways I communicate with clients?
- What areas can I prioritize?
- What do I like about my image?
- What do I want to change about my image?
- What are the top three most visible parts of my business/product/service?
- Can I trademark my identity?
- Does my appearance reflect my vision of success?
- Does my vehicle appearance reflect my brand and values?
- Does my website reflect the quality of my services or product?
- What animals could represent my brand?
- What creative ways can I portray my brand?
- What UNEXPECTED ways can I promote my brand?

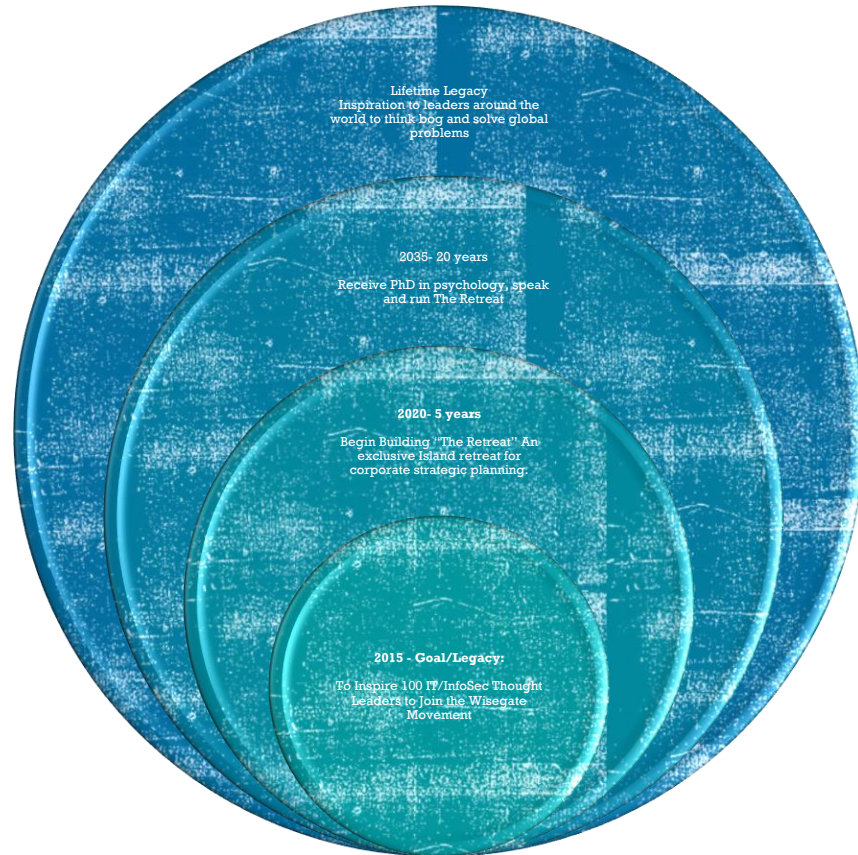
Your
Brand

FIRST EXERCISE

- Groups of 3
- Interview each other with Branding Questions
- Draw out your Mind Map as you answer
- Rotate for each person to go



WHO DO YOU WANT TO BE? DEFINE YOUR LEGACY.



Ask Yourself:

1. Why?
2. Who will help me get there?
3. What Skills & Experience do I need?
4. What Am I Willing to Commit?
5. What Tradeoffs am I Willing to Make?

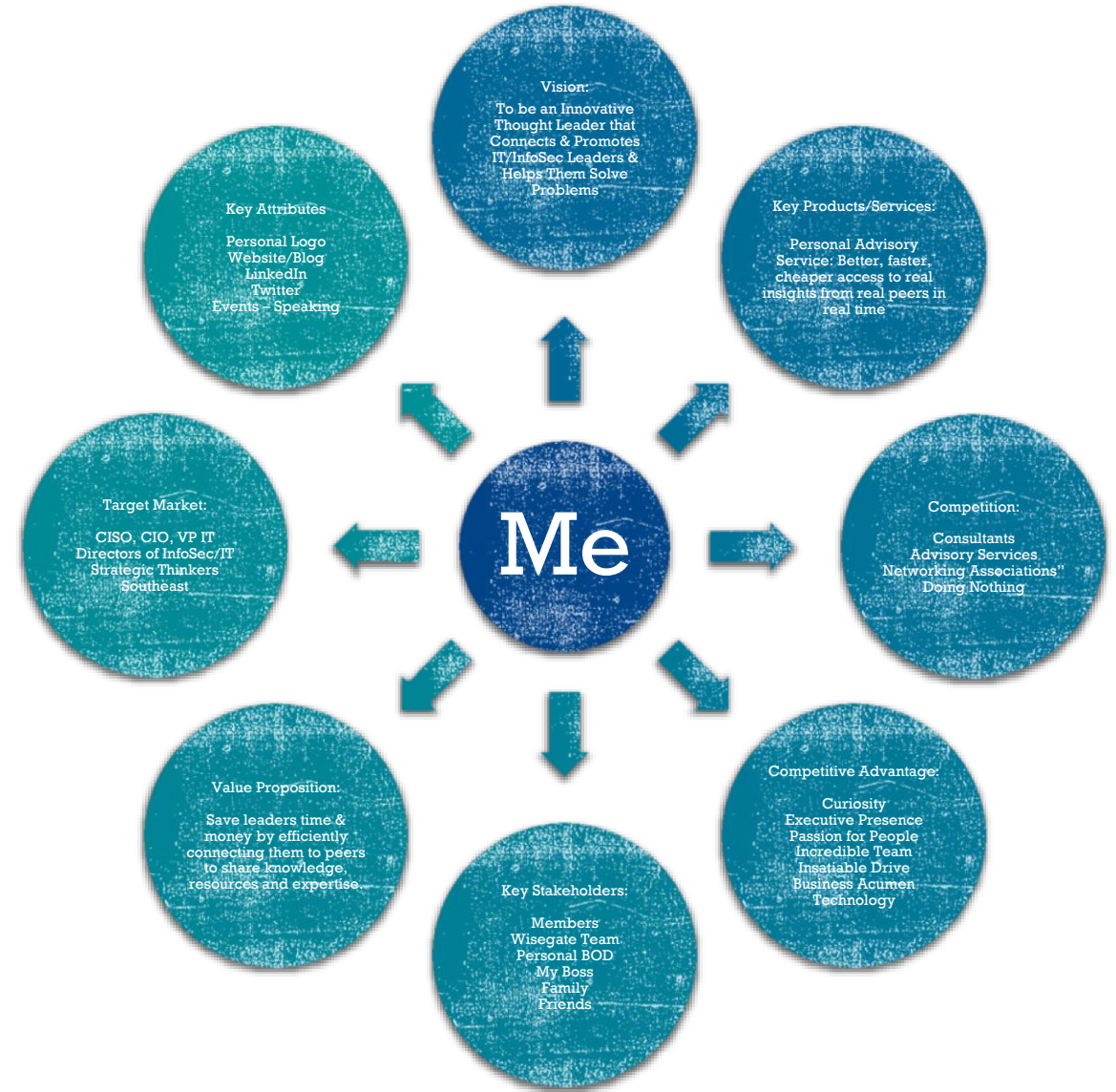
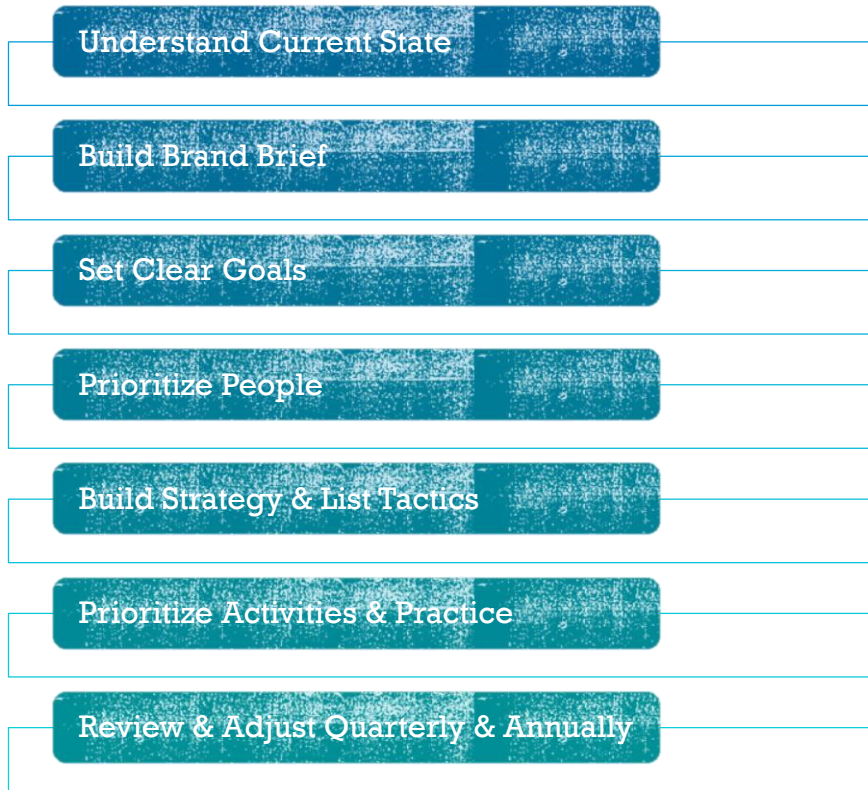


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BUILD A PLAN

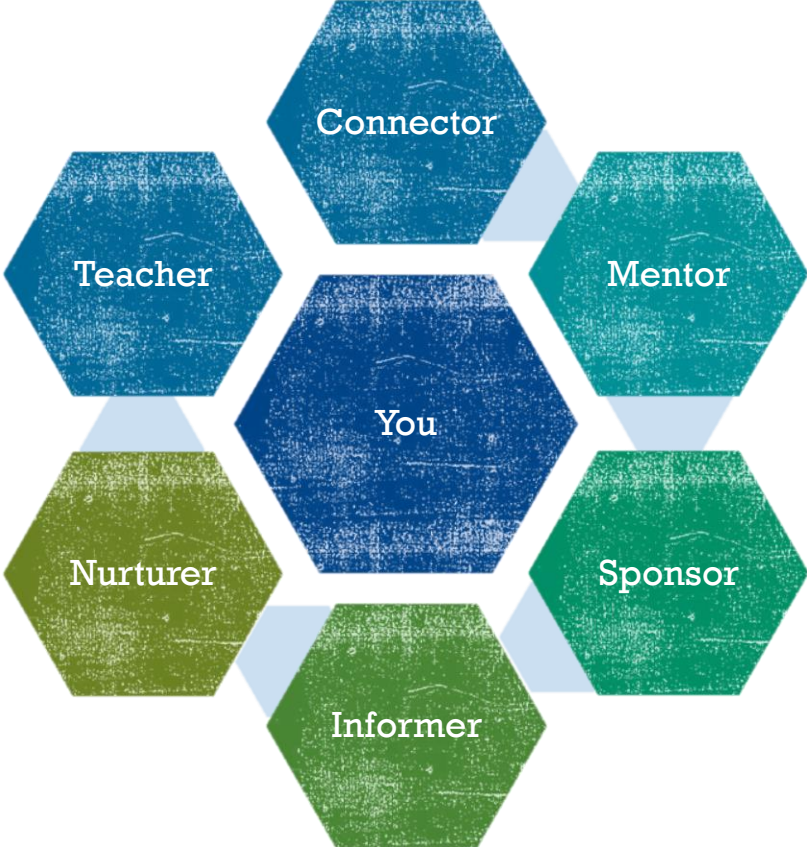
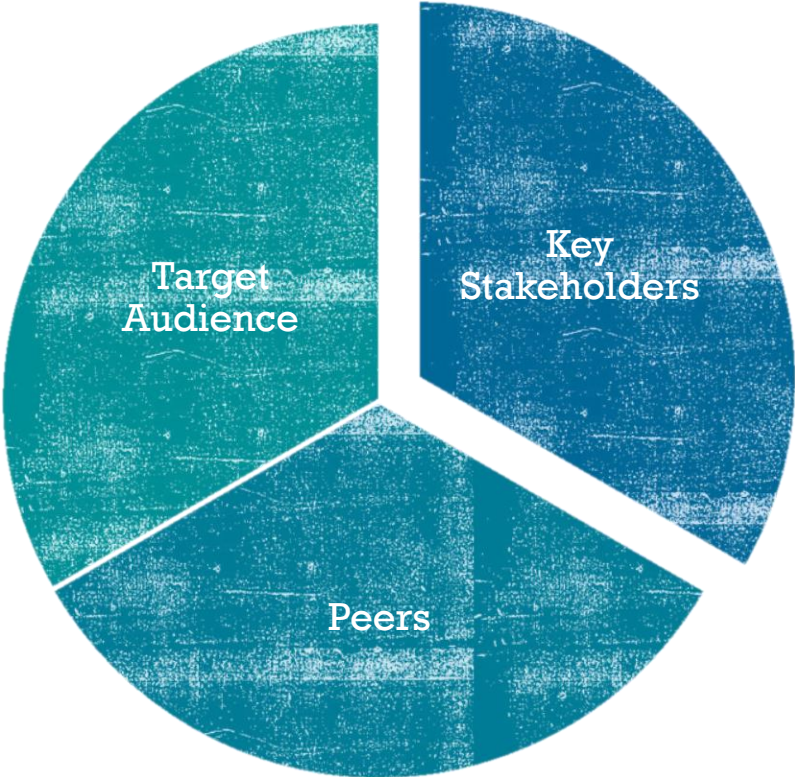


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FIND YOUR PEOPLE



Becky Blalock
BeckyBlalock.com

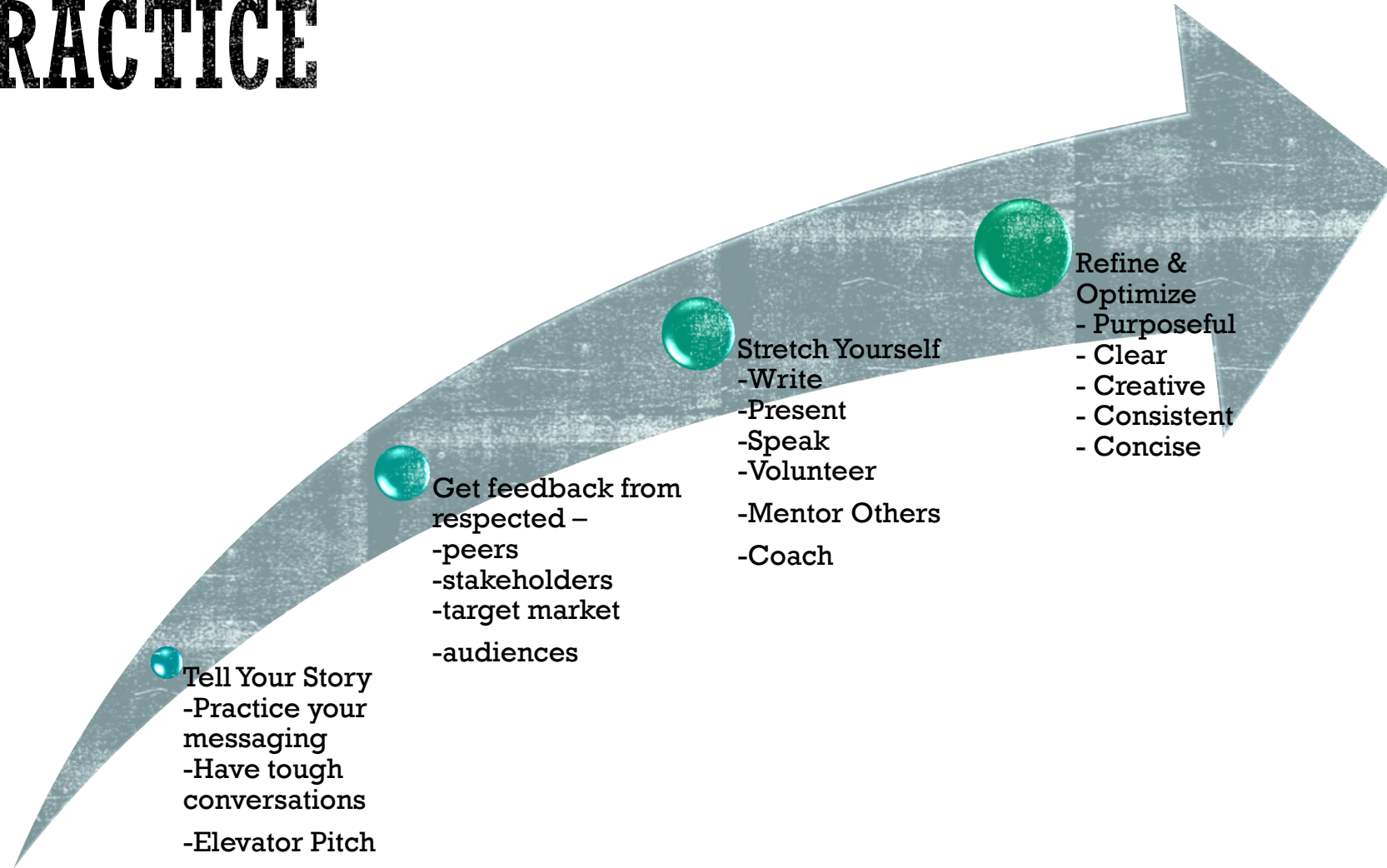


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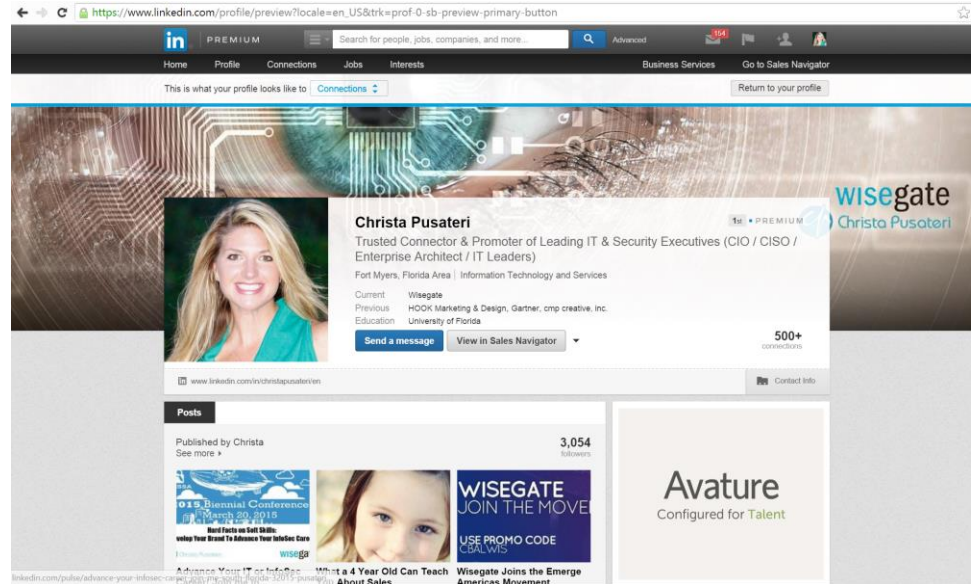
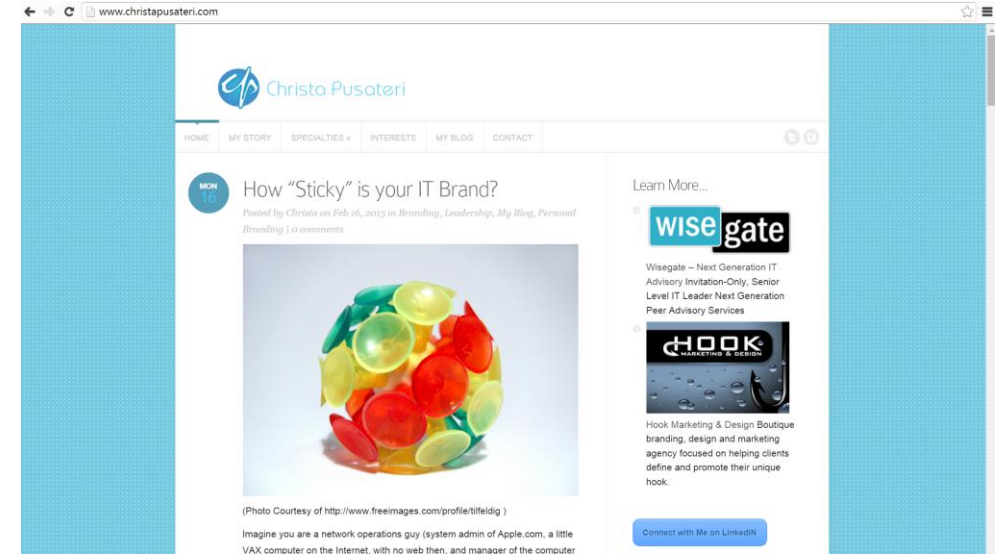


PRACTICE



PROMOTE YOUR BRAND

- Decide How Public You Want to Be
- Select appropriate tools for your goals
 - Story/Bio
 - Professional Photography
 - Social Media
 - Website
- Be:
 - Clear
 - Consistent
 - Authentic
 - Purposeful
 - Memorable



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COLOR EMOTION GUIDE

OPTIMISM CLARITY
WARMTH

FRIENDLY CHEERFUL
CONFIDENCE

EXCITEMENT YOUTHFUL
BOLD

CREATIVE IMAGINATIVE
WISE

TRUST DEPENDABLE
STRENGTH

PEACEFUL GROWTH
HEALTH

BALANCE NEUTRAL
CALM



Source: TheLogoCo.net



PSYCHOLOGY OF YOUR BRANDING CHOICES

Source:
thelogo.com/blog/infographics/psychology-color-logo-design/



SANS-SERIF

Neutral

Arial

SERIF

TIMELESS

Trajan

SCRIPT, HANDWRITING

Casual

Rage Italic

ITALIC SANS-SERIF

Let's Go

Gill Sans Bold Italic

ITALIC SERIF

“Quote,”

Garamond Italic

SCRIPT

Elegant

Bickham Script

SLAB-SERIF

CONFIRMED

Rockwell

BLACK, EXTRA BOLD

BOLD!

Elephant

CONDENSED SANS-SERIF

AUTHORITY

Akzidenz Grotesk Condensed

MODERN SERIF

GLAMOUR

Bodoni Bold

GEOMETRIC, ART DECO

RETRO

Geomancy Extra Bold

ROUNDED

User Friendly

MONOSPACE

SOURCE CODE

TYPOGRAPHY

Source:

j6design.com.au/ClientArea/Choosefont



20 BONUS BRAINSTORMING QUESTIONS

1. Why do you do what you do?
2. Does your story really define what you do?
3. What makes you, your product, service or business stand out?
4. What makes it blend in?
5. How is your product different?
6. How is your service special?
7. Are you delivering on your promise, original, unique, fastest, flexible, enduring, best?
8. Can you create a new market and do something that hasn't been done before?
9. Can you reinvent something that's already been done and do it better?
10. What do people care about right now?
11. What's not selling today that might, if you marketed it in new ways tomorrow?
12. Could you produce something enduring, that's scalable?
13. Is it possible to create scarcity?
14. How is your product compelling?
15. Is your name evocative?
16. Does your work start conversations?
17. If not how could you make that happen?
18. Are you giving people a sense of your purpose and values?
19. How does your product or service make people feel?
20. What's your legacy?



BARE MINIMUM

Professional Photo that reflects YOUR unique differentiation

Unique Introduction (A few good answers for “What do you do?”)

Professional Bio (Outlines who you are & what you do)

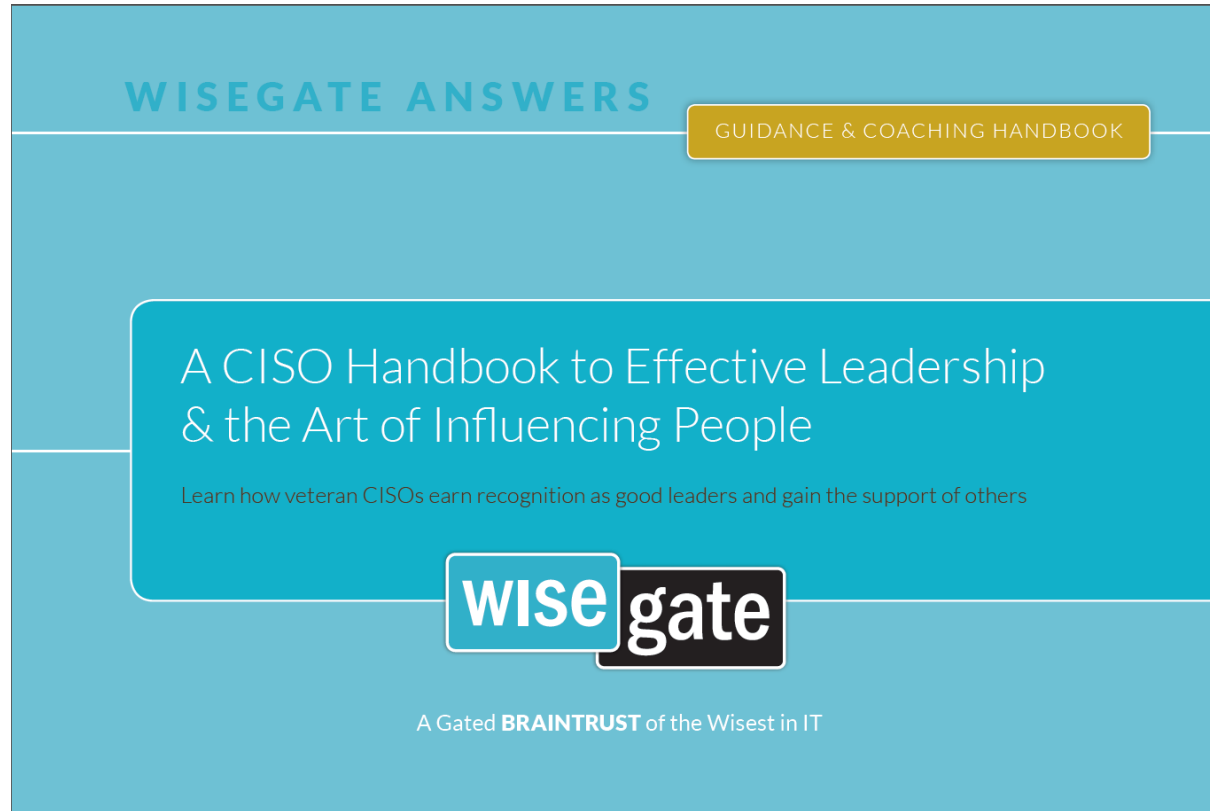
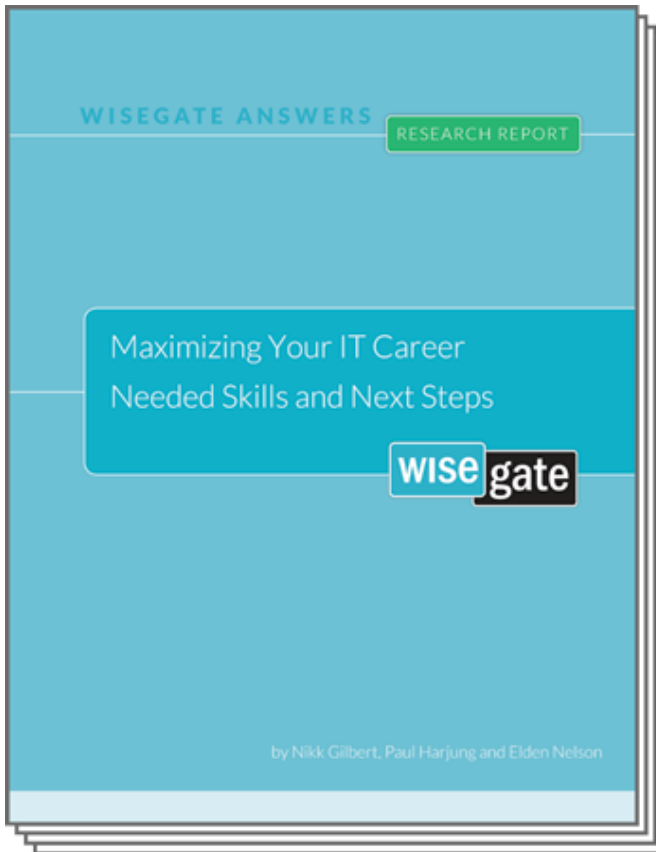
Personal Strategy (Mind Map/Document/work in progress)

CALL TO ACTION



DOWNLOAD THE REPORTS

<http://www.wisegateit.com/library/>



BONUS! RESOURCES

Coaching

Coaches:

HackersOnFire.com
AnilJohn.com
ChristaPusateri.com

Additional resources:

WisegateIT.com
Mindtools.com (DIY)

Design

DIY:

99Designs.com
Fivrr.com
Elance.com

Promotion

Website: DIY

The Grid.io (coming soon)
<https://thegrid.io/#20806>

Branded.me (simple)

WIX.com (more options)
Wordpress.com (more options
and time/technical skills)

Printing & Promo: DIY

- VistaPrint.com
- LogoUp.com

