

Career Agility: The Brand is You

San Andreas Chapter, SLA

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Corporate Brands

CNN.com

Google™

L.L.Bean



GUCCI



We know what to expect

Personal Brand: A Definition

Total perceived value

As compared to other choices or competitors

In the eyes of your target market

Valerie Gonyea, Career Encouragement Officer
2009 Right Management presentation

“...create information that people want. Create an online presence that people are eager to consume. Establish a virtual front door that people will happily link to...”

David Meerman Scott

“...And one that employers will find.”

David Meerman Scott, www.webinknow.com Nov 11, 2008

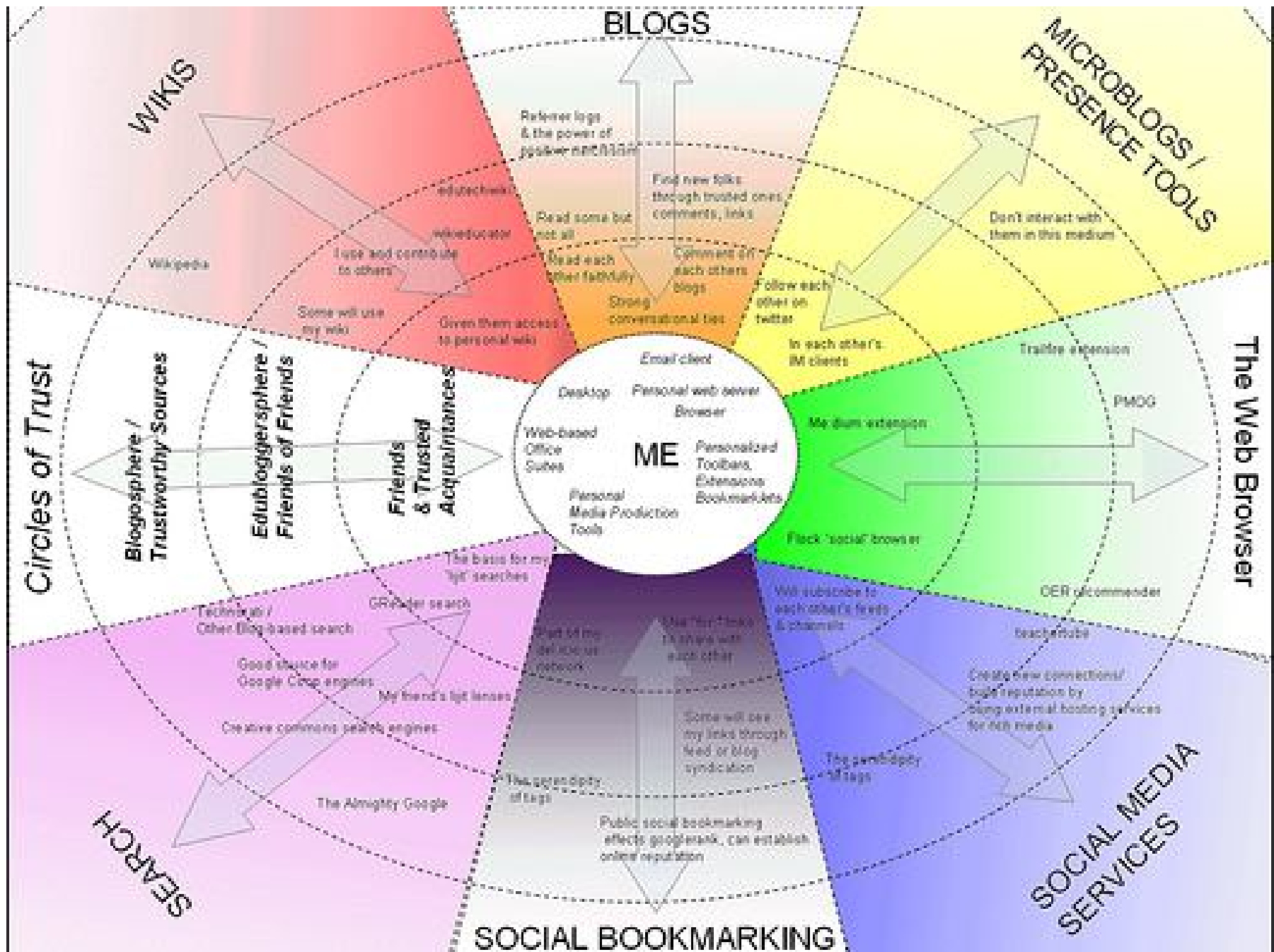
Personal Brand 1.0

- Enterprise-oriented
- Difficult to stand out
- Formal
- Reliance on traditional media
- ???

Personal Brand 2.0

- Focused on the individual
- Individuality counts
- Informality counts
- Web 2.0 info channels
- ???





<http://www.flickr.com/photos/nessman/2590572476/>

The Resilient Career is

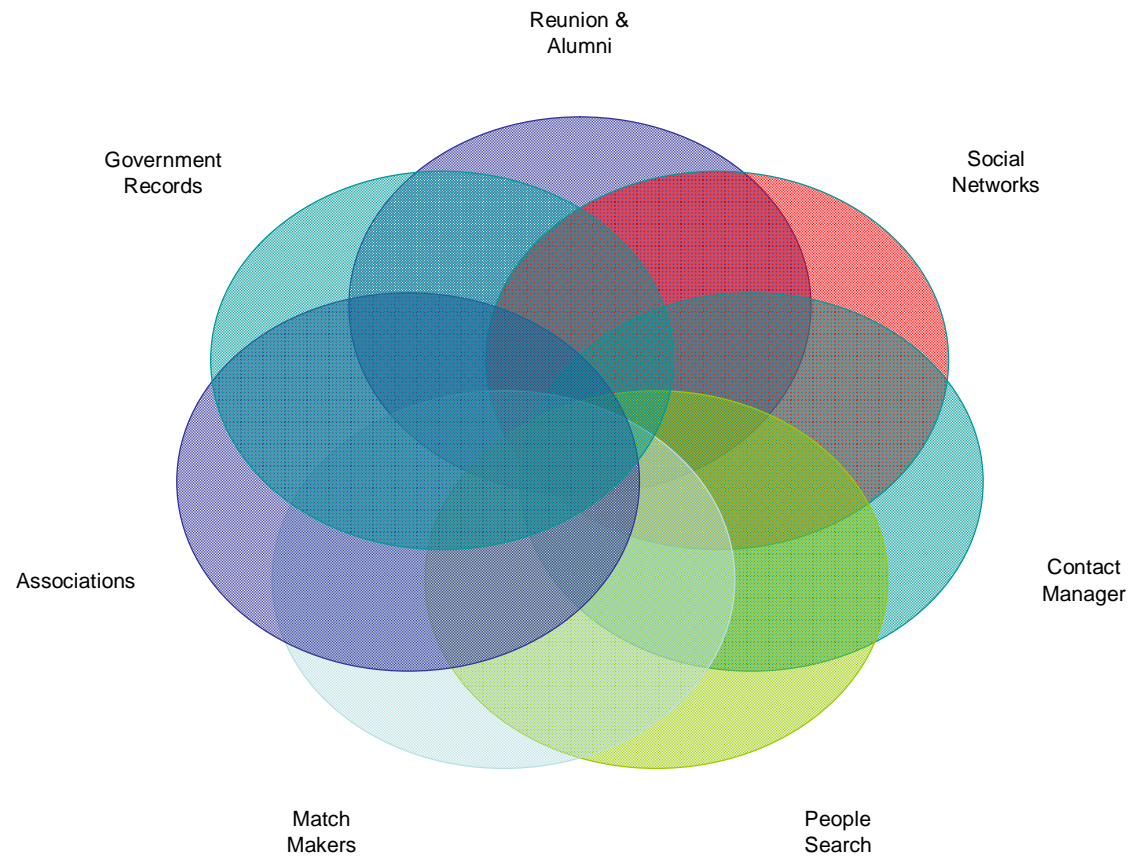
- Agile

- Opportunistic

- Sustainable

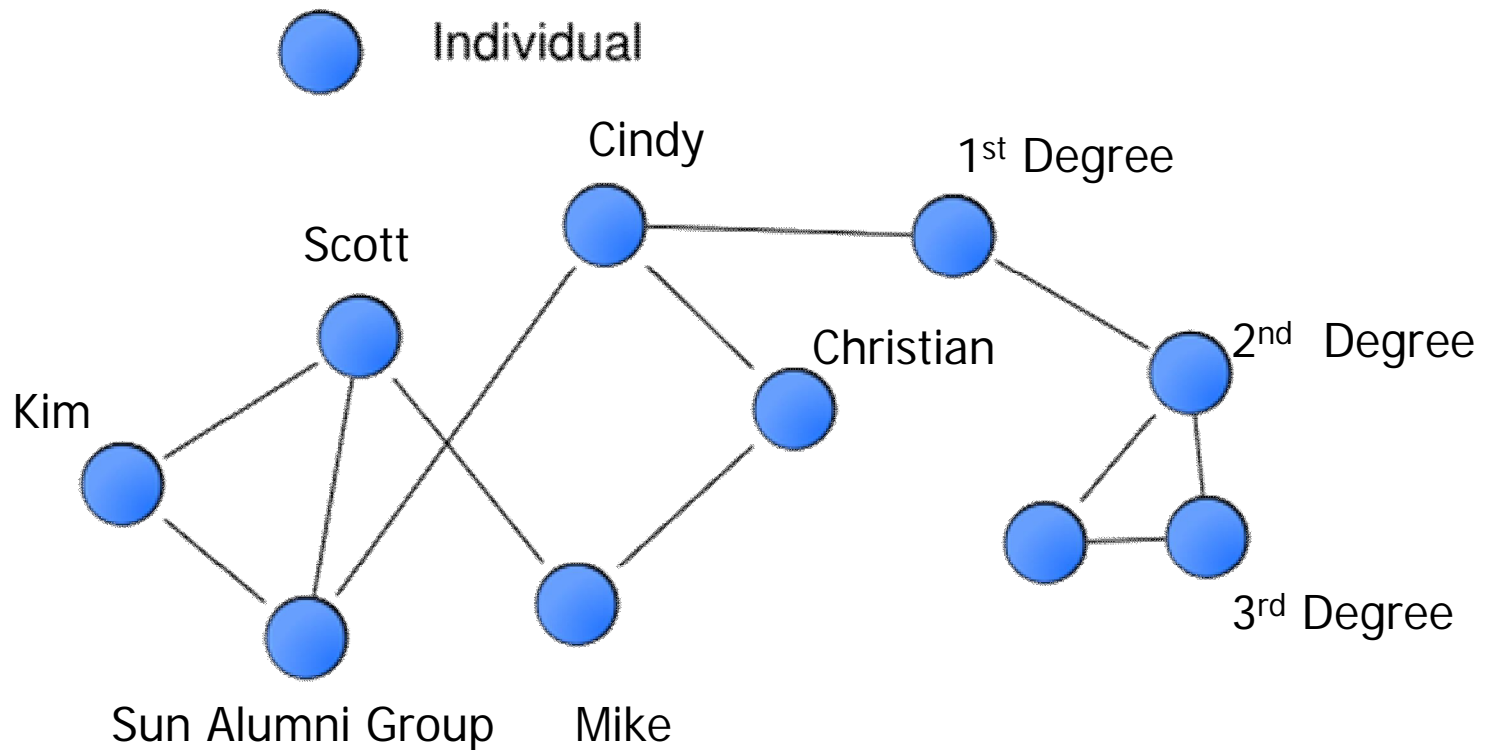
The Big Picture

Personal Information Convergence



The Big Picture

A Social Network Diagram



Use Web 2.0 tools to build:

- Visibility

- Portfolio

- Community of Colleagues

*You have to sing every day to work
up to being, you know,
amazingly brilliant.*

Mick Jagger

Start building...

...your own visibility

Knowledge is information that changes something or somebody – either by becoming grounds for action, or by making an individual (or an institution) capable of different or more effective action.

Peter F. Drucker

Start building...

...your own portfolio

Only connect.

E. M. Forster

Start building...

...your own community of colleagues

*Hell is where you just drift – heaven
is where you get to steer.
George Bernard Shaw*

Take charge of your agenda...
**...multi-purpose your jobs,
projects or assignments**

*To venture causes anxiety. Not to
venture is to lose oneself.
Søren Kierkegaard*

Start exploring...
...your professional options

You're not the boss of me!

*Every two-year-old in
the known universe*

**And consider yet *another* way to
use your information
professional skills...**

*All growth is a leap in the dark,
a spontaneous unpremeditated act
without benefit of experience.*

– Henry Miller

Start pushing out...

... your boundaries

*Everything I know I learned bodysurfing
in Southern California.*

Kim Dority

- Anticipate
- Position for opportunity
- Paddle like crazy
- Enjoy the ride, but know it will end
- Don't take the sand in your suit personally
- Know that a new wave is always on the way

Putting This in Play....

- Write up a one-page LinkedIn plan – create first version in 1 week
- Build/improve your profile
- Request endorsements
- Search “just for fun” & some serious surfing
- Invite friends to join – the network effect



A Special Thank You to Kim Dority Rocky Mountain Chapter, SLA

For her inspiration and thoughts

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www.rethinkinginformationwork.com

Resources: Learn More

- Rethinking Information Work: A Career Guide for Librarians and Other Information Professionals by G. Kim Dority

- The Virtual Handshake by David Teten & Scott Allen, www.thevirtualhandshake.com

- Guy Kawasaki, http://blog.guykawasaki.com/2007/01/linkedin_profile.html

- Never Eat Alone: And Other Secrets to Success, One Relationship at a Time, Keith Ferrazzi

Resources: Learn More

- Life With Alacrity: Tracing the Evolution of Social Software

http://www.lifewithalacrity.com/2004/10/tracing_the_evo.html

- SLA Innovation Laboratory

<http://www.sla.org/innovate/index.cfm>

- Scott Allen <http://socialmediaismymiddlename.com/>

THE
STARFISH
AND THE SPIDER



THE UNSTOPPABLE POWER OF
LEADERLESS ORGANIZATIONS

ORI BRAFMAN and ROD A. BECKSTROM

The Virtual Handshake



*Opening Doors
and
Closing Deals
Online*

DAVID TETEN and SCOTT ALLEN

Thank You

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