



BUILDING YOUR PERSONAL BRAND: Creating the reputation you want

With Kimberly Togman

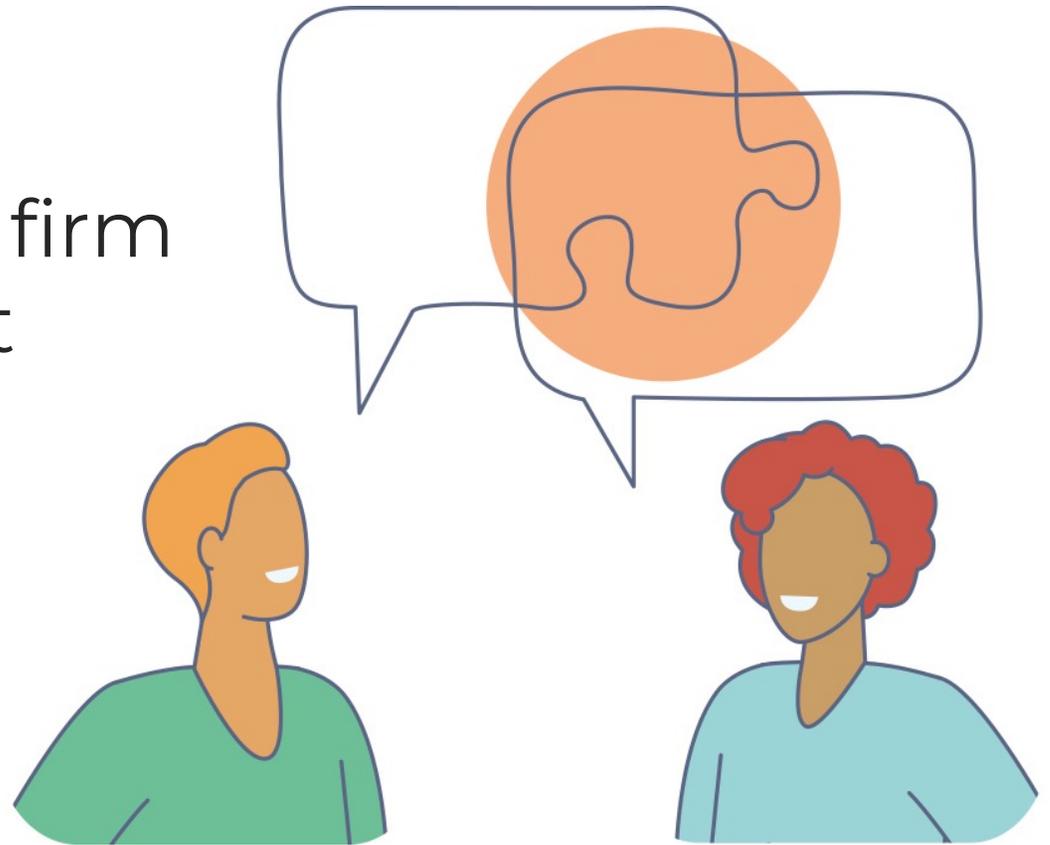
SGC Legal

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LEADERS

OPENER

Describe your law firm
in 3 words or short
statements.



“ A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. ”

– Seth Godin

Google



DUNKIN'



“ Your brand is what people say about you when you’re not in the room. ”

– Jeff Bezos

BRAND IS A USEFUL TOOL TO..

- ... individualize your career
- ... assess (and change) perceptions
- ... consciously grow
- ... connect the value you bring to the market – even as the market changes!

WHAT IS YOUR BRAND?



BUILD YOUR BRAND

Know.

Who am I?

Live.

How do I present
myself to the world?

Grow.

How do I want
to evolve?

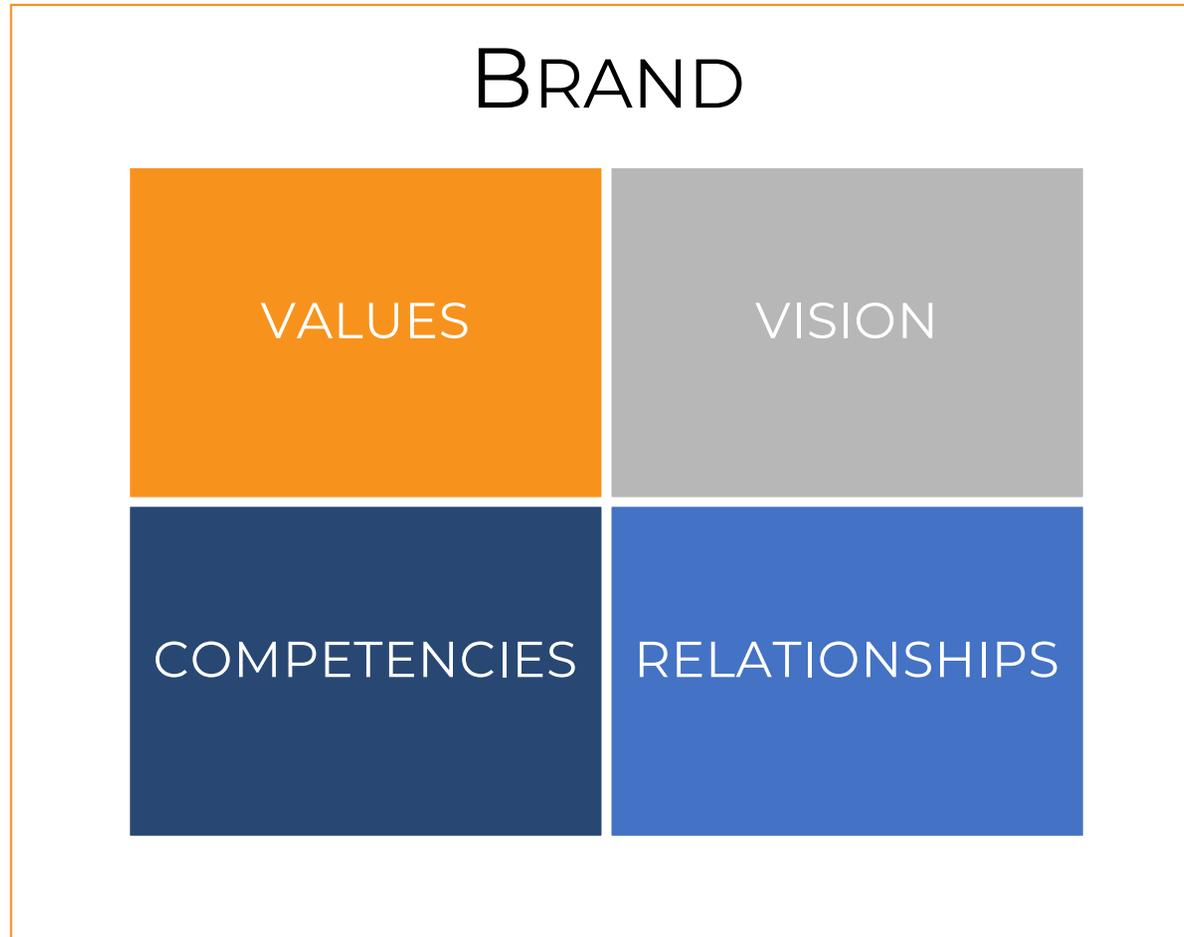
“

Your personal brand is the sum total of **what** you do, **how** you do it, and **why** you do it. It's the set of perceptions and emotions that represent you in the minds of others.

”

– Dorie Clark

INGREDIENTS OF YOUR BRAND



Acceptance	Accuracy	Achievement	Adaptability	Adventure
Aesthetics	Agility	Altruism	Ambition	Assertiveness
Authority	Autonomy	Balance	Boldness	Camaraderie
Candor	Challenge	Collaboration	Comfort	Commitment
Community	Compassion	Consistency	Contribution	Convention
Cooperation	Courage	Curiosity	Decisiveness	Dependability
Determination	Diligence	Diversity	Drive	Duty
Ecology	Efficiency	Excellence	Expertise	Fairness
Family	Flexibility	Focus	Friendship	Fun
Generosity	Genuineness	Growth	Helpfulness	Honesty
Hope	Humility	Humor	Independence	Inner Harmony
Innovative	Integrity	Intellectualism	Intuitiveness	Leisure
Likability	Loyalty	Moderation	Openness	Order
Originality	Passion	Perseverance	Power	Pragmatism
Privacy	Proactivity	Professionalism	Recognition	Resourcefulness
Responsibility	Risk-Taking	Security	Self-Respect	Serenity
Service	Significance	Simplicity	Solitude	Sophistication
Speed	Spirituality	Stability	Status	Tradition
Trust	Variety	Wealth	Wellness	Wisdom

Acceptance

Accuracy

Achievement

Adaptability

Adventure

Aesthetics

Agility

Altruism

Ambition

Assertiveness

Authority

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Courage

Curiosity

Decisiveness

Dependability

Determination

Diligence

Diversity

Drive

Duty

Ecology

Efficiency

Excellence

Expertise

Fairness

Family

Flexibility

Focus

Friendship

Fun

Generosity

Genuineness

Growth

Helpfulness

Honesty

Hope

Humility

Humor

Independence

Inner Harmony

Innovative

Integrity

Intellectualism

Intuitiveness

Leisure

Likability

Loyalty

Moderation

Openness

Order

Originality

Passion

Perseverance

Power

Pragmatism

Privacy

Proactivity

Professionalism

Recognition

Resourcefulness

Responsibility

Risk-Taking

Security

Self-Respect

Serenity

Service

Significance

Simplicity

Solitude

Sophistication

Speed

Spirituality

Stability

Status

Tradition

Trust

Variety

Wealth

Wellness

Wisdom

Examples...

Family

Prioritize family over work; reduced work hours to support elderly parents

Growth

Coaching requires constant learning and stretching

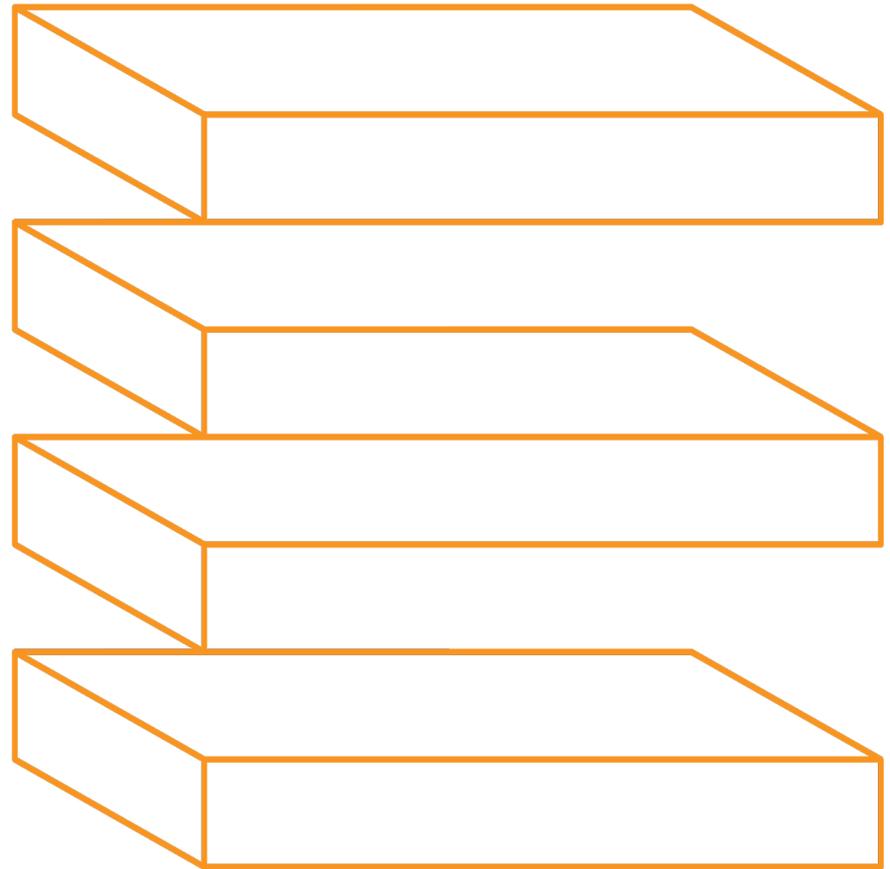
Service

Joy in partnering with clients to support them developing insights + growth; pro bono work; Nonprofit board service

Pragmatism

Focus on practical solutions; helping others create a path forward

Brand is partly about perception: so how can you get useful feedback on your brand?



WAYS TO ASSESS YOUR BRAND

Ask People

- Formal – 360 feedback
- Informal (“Yelp-Style Approach to Your Career”)
- Ask around: “how would you describe me?”

Self-Audits

- Competencies
- Relationships / networks
- Communications

Self-Assessments (Enneagram, MBTI, StrengthsFinder, DiSC, etc.)

- Self-awareness leads to more conscious branding
- Assessment instruments may provide useful vocabulary

“

Your personal brand is not just a logo or a tagline – it's a promise you make to yourself and others about who you are and what you stand for.

”

– Doris Kearns Goodwin

Grow.

LIST 5 THINGS YOU WANT TO BE KNOWN FOR

1.

2.

3.

4.

5.

THE BASICS

- **WHAT** do you want to be known for?
- With **WHOM** do you want to build your reputation?
- **WHERE** can you reach them?
- **HOW** can you build your brand with them?

PARTNER, CORPORATE + FINANCE

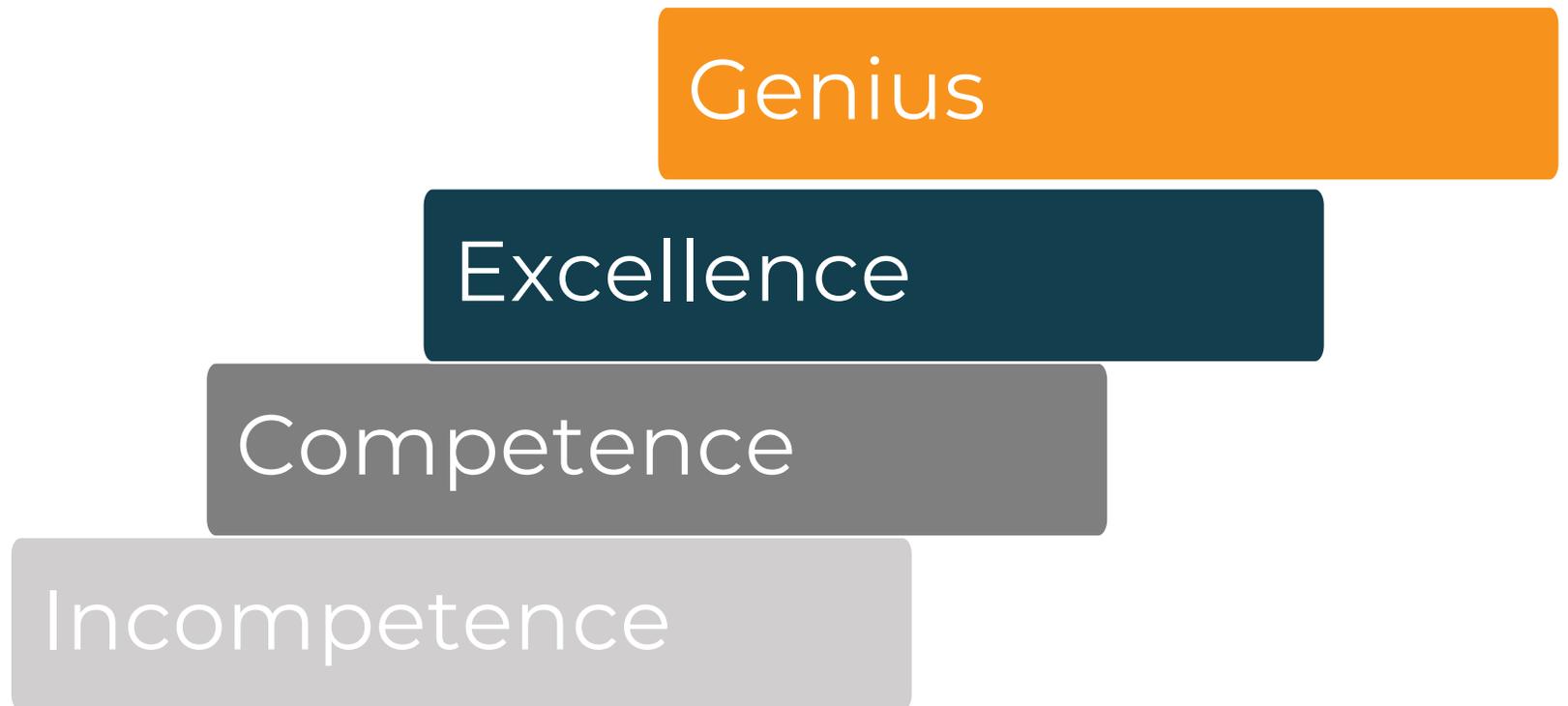
- WHAT** Thought Leadership
- WHO** Middle Market GCs, outside Counsel, CFOs, CEOs, Owners, other Senior Members of a Deal Team
- WHERE** Business + Trade Publications, Conferences
- HOW** Guest on industry podcasts, co-hosts a series of events for women in M+A, presents at industry conferences

PARTNER, REAL ESTATE

WHAT	Authenticity, Creativity, Family
WHO	Colleagues, Clients, Friends
WHERE	Social platforms, firm, Law Moms group
HOW	Post pictures of doing activities with her daughters, showcases creative projects, mom-group social gatherings at novel places

Grow.

Operating Zones



– Adapted from The Big Leap by Gay Hendricks

Genius

What work do you so love doing it doesn't seem like work?

Excellence

What do you consistently get positive feedback about in your work and life?

Competence

What work do you do that others can do just as well or better?

Incompetence

What work do you do that just about everyone can do better?

– Adapted from The Big Leap by Gay Hendricks



Coaching Tip

Cultivate your Zone of Genius

1. I'm at my best when...
2. When I'm at my best, the exact thing I'm doing is...
3. When I'm doing that, the thing I love most about it is...

– Adapted from The Big Leap by Gay Hendricks

“ Carpenters bend wood.
Fletchers bend arrows.
Wise persons fashion
themselves. ”

– Buddha

Q&A

