



"Me Brand Awareness" strategies for personal branding, to get you where you want to be faster.

Number Two In The Series

Strategy: My personal brand is my currency.

I ask and learn, how valuable my brand is.

Value: the regard that something is held to deserve; the importance, worth, or usefulness of something.

With more than 30 years' experience in some of corporate America's most notable companies - including Pitney-Bowes, Ameritech, Convergys Corporation, AT&T, IBM, and since 2009 SUPERVALU, where he currently serves as President and CEO of ACME Markets - Keith Wyche is now among the highest ranking African American executives in the U.S.

He has directed the activities of many thousands of associates in driving sales and satisfying customers through continued marketing, merchandising and operational excellence. As a seasoned executive, Keith felt the need to write his first book, *"Good Is Not Enough: And Other Unwritten Rules for Minority Professionals."* Clearly he knows something about personal branding.

Here's what he says about personal branding: "Today the term *personal branding* is used to describe the process of creating and managing how you are perceived when your name is mentioned for committees, projects, boards, or promotions. Just as certain perceptions come to mind when you hear "Lexus" or "Yugo" in the automotive realm, the mention of your name in your company, and in your industry, has a value attached to it The question is" How much currency does it get?"

Whether you are an entrepreneur or work for a corporation: How much currency does your personal brand get? Is how you are perceived how you want to be perceived? If not, are you committed to changing it?

How influential is your personal brand online? How are you at engaging others? Here are a few sources to check out: [Klout](#), [Traackr](#) and [Empire Avenue](#).

What will make your brand unique?

Defining your MBA uniqueness begins with what is exceptional about you - consider your background, education, skills, career path, business model and problems you are uniquely qualified to solve. You want people to respect and trust your brand so you must make it meaningful and valuable to them. When they say your name or your company's - you want them to envision your personal brand with trust and confidence in your ability to deliver on a powerful promise. In this way you're a brand that attracts customers and builds strong relationships.

If you would like assistance in identifying and leveraging your personal brand, contact me, Dr. Joel P. Martin <mailto:jpmartin@triadwest.com>. Transforming lives (and brands) for the better.

