

Your Brand:

Leading in a Connected World



Coca-Cola



Target



Taylor Swift

What is a brand?

Why do you need one?

How do you build one?

How do you use one?

Your Brand - Your Voice

Brand Name is the non-generic name of a product that tells us where it came from.

A Brand today is:

"...the intangible sum of its parts." David Ogilvy


It is what your patients think about you when they hear your name.

It is who you are, who you want to be, and how you want to be perceived


To Grow Happily

Why Do I Need To Develop My Brand?


1. **To connect my mission and purpose to my daily work**
Personal, about meaning, about staying true
2. **To set and meet my professional goals**
Ambition, growth, opportunity, development
3. **To communicate**
Reputation, being known, being recognized
4. **To engage and connect**
Interaction, social, conversations, sharing




1.3 Billion




1.2 Billion




321 Million



1.7 Billion MAU



313 Million MAU



10 Billion video views each day

Today's Reality

To Compete

Primary Care 2.0

- Wrap Around Services
- Medical Record Control
- Connect on Online
- On-Demand Convenience

INFORMATION

Specialists

- Reputation
- Metrics and KPI's
- Centers of Excellence



It speaks to:

Who you are
 What you value
 Where you are going
 What you do and offer
 Who your "customers" are
 Why they should care
 Why they will be loyal



What Does A Brand DO?

- C** What do you **CARE** about and **VALUE**?
- U** What is **UNIQUE** about you and your practice?
- R** What do you want to be **RESPECTED** for?
- A** What do you understand about your **AUDIENCE**?
- T** What is your **TARGET** and bold goal?
- E** What is your plan for **EXECUTION**?

How to Build Your Brand

Include Each Element of CURATE

- Create a vision of your **IDEAL** self and your life doing exactly what you dream of doing.
 - Your branding **WORKED!**
 - You and your career are **FLOURISHING**.
 - **PAINT** that picture for yourself and write it down.

BACK PLAN FROM YOUR DREAMS COME TRUE



BE BOLD



TERPSICHORE

BOSTON BALLET

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How to Build Your Brand

Creating

- Writing
- Videos
- Podcasts

Sharing

- Personal website
- Twitter, YouTube, Facebook, LinkedIn
- Newsletters
- Internal magazines
- Website postings
- Speaking

Managing

- Planning
- Apps
- Habits
- Consistency
 - Hootsuite
 - Buffer
 - Sprout Social
 - Buffer

Elements of Execution

1. Your brand is your North Star
2. Lean into it
3. Brand understanding guides setting direction for your team

As Women Don't Forget:

1. Have each others backs and rise together
2. Practice Amplification or Shine Theory
3. Find Sponsors and Promoters
 - It's not what you know
 - It's not who you know
 - It's WHO YOU KNOW WHO KNOWS WHAT YOU KNOW!

Brand Concepts Drive Personal & Team Leadership
