

W7 ASUG Women Connect

Community Conversation

Building Your Personal Brand

September 26th
12:00 pm CST

Register Today



With Guest Elaine Basa

Global Financial Services Consultant
with Arthur Lawrence

ASUG Women Connect

Mission

ASUG Women Connect is dedicated to promoting equity and providing resources for all members of ASUG. While some women in technology groups emphasize the disparities within the tech industry, our inclusive and supportive environment aims to bridge the gap.

ASUG Women Connect stands on four foundational pillars – Education, Resources, Community, and Opportunities – with the goal of fostering diversity and inclusivity, facilitating professional growth, empowering the development of leadership skills, and modeling effective allyship among SAP technology professionals.

Through in-person networking sessions, virtual community conversations, and additional ASUG insights, all ASUG members are invited to join the conversation to pursue a more equitable future in the technology industry.



Hosts



Elaine Basa
Global Financial
Services Consultant
with Arthur Lawrence



Patty Brown
Editorial Director
ASUG



Kelly Downing
Content Director
ASUG



Elizabeth Tuckwell
Content Strategist
ASUG



Angelina Manos
Marketing Specialist
ASUG

Building Your Personal Brand

How many of us are familiar with the concepts of
Building Your Personal Brand?

Building Your Personal Brand

Word Cloud from Menti
Click on the link in the chat to answer.

Building Your Personal Brand

For Professional Development

Your personal brand is a unique blend of values, skills, and personality traits that shape how you present yourself and how others perceive you. Personal Brands are ever evolving.



Building the Visible You

By Elaine Joy Basa

A bit about me

- I'm a life-long learner with a passion for developing others' strengths.
- I'm currently a Global Financial Services consultant with Arthur Lawrence. When not working, I spend my time with my husband Andrew, son Elio and dog Rollins.



Who is the visible you?

- A personal brand has been defined in any many ways:
 - “The process of defining and promoting what you stand for as an individual.” or “Personal branding is an intentional, strategic practice in which you define and express your own value proposition.” – Harvard Business Review
 - “Personal branding is the conscious crafting of a person's public identity...”- Constant Contact
 - “A personal brand is how others perceive your skills, talents and qualifications.” – Indeed
 - “Personal branding is the intentional amplification of your personality traits so that you can set yourself apart from your competition, build trust with your audience and attract more leads and opportunities.” – LinkedIn

Who is the visible you?

- To begin the process of building the visible you, start by defining what personal brand means to you and how it functions as a part of the many versions of you that exist.
- Remember that personal branding is in lock step with how others perceive you but is not always defined by it.
 - Your reputation is not your personal brand.
 - You can strategize and craft your personal brand whereas your reputation lives without your intentionality.

Diamond-minded personal brand

- Clarity involves having a clear understanding of who you are and what you stand for.
- Consistency refers to the need to consistently represent these values and attributes across various platforms and interactions.
- Content focuses on creating and sharing material that reflects and reinforces your brand.
- Communication emphasizes the importance of building relationships and effectively and authentically conveying your brand to others.

Resource

[“Creating a Purpose-Driven Personal Brand”](#)

by UC Berkeley ExecEducation

<https://executive.berkeley.edu/thought->

[leadership/blog/creating-purpose-driven-personal-brand](https://executive.berkeley.edu/thought-leadership/blog/creating-purpose-driven-personal-brand)

Defining your “I”

- I am – this is the intentionally crafted visible you that includes your values, core goals, distinct sense of self and who shows up when you meet others
- I have – this is how you highlight your core strength, unique set of skills, what you offer others (value-add)
- I do – this is how you execute and behave in accordance with your definition of self and your value-add
- I say – these are the words you use to communicate not only about yourself but how you speak should align with your “I am, I have and I do’s.” Language is an essential part of your personal brand

Defining your “I”

Let’s use my brief description of myself as an example.

I am – “I’m a life-long learner”

I have – “with a passion for developing others’ strengths”

I do – “I’m currently a Global Financial Services consultant with Arthur Lawrence.” and “I spend my time with my husband Andrew, son Elio and dog Rollins.” (Imbedded within this

“I do” is a clear choice to make the presence of my family a priority.)

All of the above is my “I say” and sometimes, it’s an “I show.”

For example, I have chosen to include a picture of my family rather than a picture of myself sitting at a desk being a “consultant.”

My LinkedIn banner is me bouldering in an indoor climbing gym. I make sure to include how my family impacts my choices when speaking with colleagues and in my leadership.

I am and I have

I am

- Show up for yourself when developing your “I am” statement.
- Ask yourself what matters most to you and how that impacts the work you do.
- Who do you bring to the table? Who can others expect you to bring to discussions or brainstorming sessions? Who shows up to the boardroom?
- From what place does your perspective rise?

I have

- Dig deep to know, at the core, what it is you have.
- Ask yourself: what are your unique skills; experiences; how are you different from the next person; what drives you?
- What perspective do you bring?

I do and I say

I do

- Your “I do” is a representation of the aggregate of your “I am” and “I have” statements.
- How do you execute and behave given who you are, your skills, values, experiences, and unique attributes?
- What can people expect of your actions?
- How do you nurture, replenish and fill your cup?

I say

- “I say” can be defined as communication across multiple modes: verbal, visual, behavioral, etc.
- Consistency in how you communicate your brand is key to allowing others to clearly identify you
- What language do you use and can people you encounter create an association with you, your values, experience, skills and action?

Creating Brand Statement

Based on the previous slides let's work on
brand statements together.

Intentionally visible and audible – a playlist

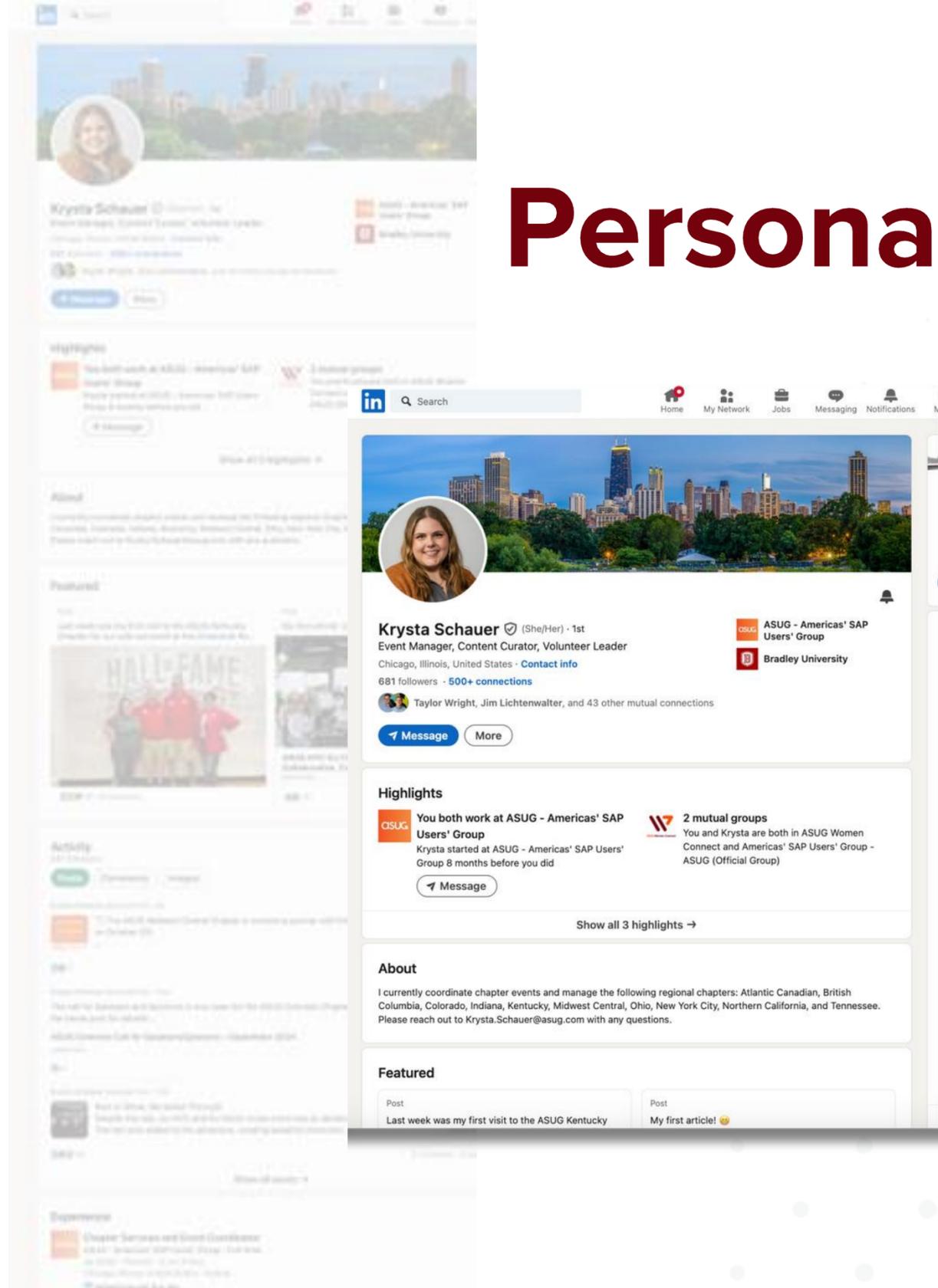
- I try to be more like Willie (Nelson) – “Always on my Mind” – I work on attentive listening and actively affirm that I hear what others are saying
 - Leaders are respected not just for what they say and do but how they listen and include their team in decision making.
- I try to be patient or proactive at the right moments and remember the power of 24 hours –Dinah Washington – “What a Difference a Day Makes”
 - Time can alter outcomes – negative or positive – use the next 24 hours to your advantage.
- I try to be open to creating change – Sarah Vaughn – “I’ve Got the World on a String”
 - Give yourself grace to own who you are and your brand.
- I try to be supportive, focusing on what I can give – Jackson 5 – “I’ll be There”
 - As a lifelong learner, my goal has always been to encourage and nurture others. Part of my brand is to be both student and teacher when possible. Giving to others helps open pathways to both help those around you but also to promote your brand.

Intentionally visible and audible – a playlist

- I try to be brave and take a chance on using my experiences to shape my future – Alicia Keys - “Brand New Me”
 - While you can be a consistent person in your values, your goals may change. Take what you learn and adjust your brand when pivoting in your career.
- I believe in myself and my brand – Tina Turner – “Simply the Best” and Miley Cyrus “Flowers”
 - Your brand must be your own and align to your goals to enable you to behave and speak authentically.
 - Seek out trusted mentors, mentees, community members and others who can serve as sounding boards for your brand.

Thank you. I appreciate you.

Personal Brand in Action



Optimizing Your LinkedIn Profile

Example: Krysta Schauer, ASUG

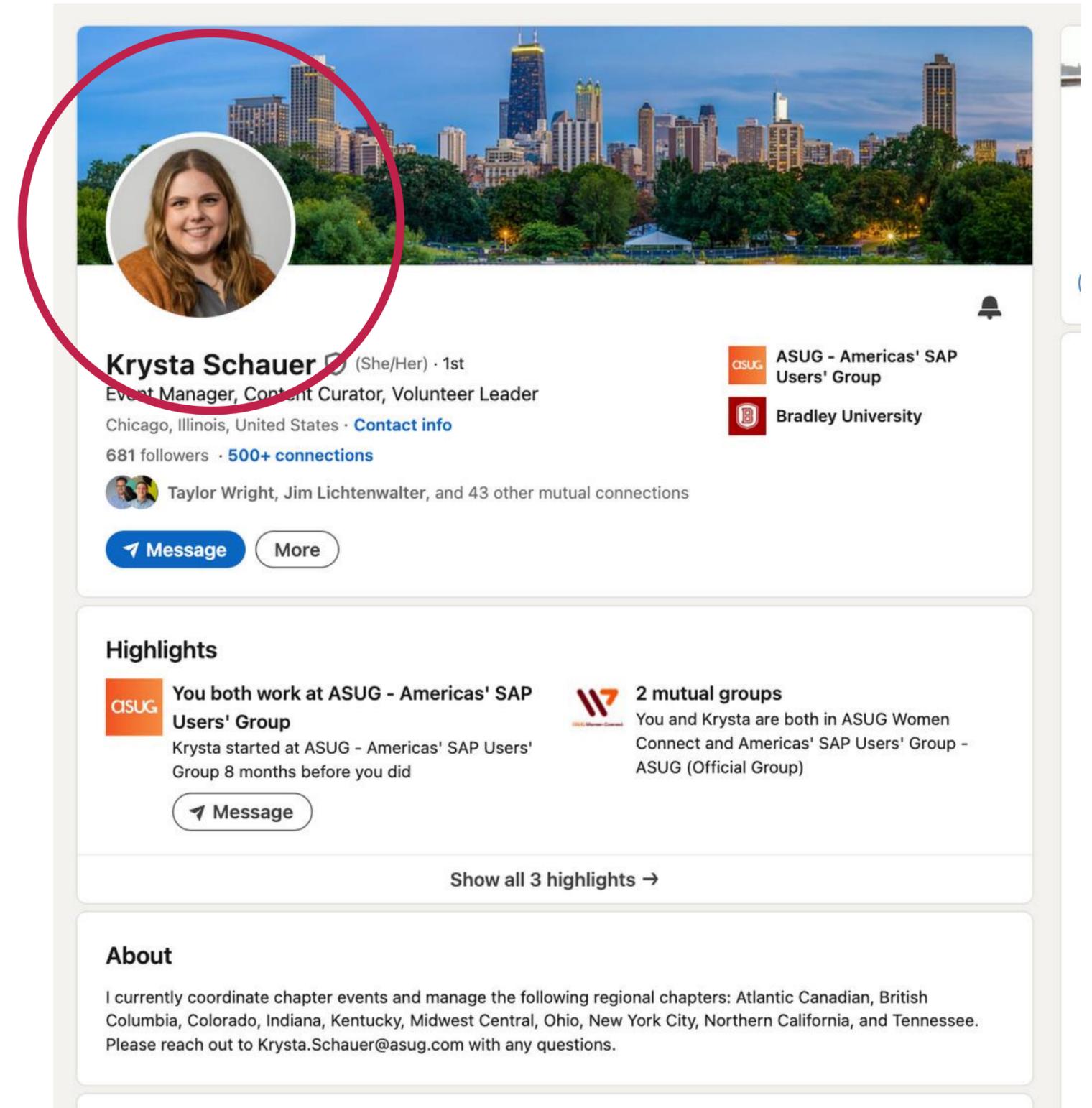
- Profile and Cover Photo
- Headline
- Summary
- Work Experience
- Education
- Skills
- Interests

Personal Brand in Action

Optimizing Your LinkedIn Profile

Choosing the right LinkedIn picture makes your profile more personal.

- Select a headshot where your face fills up 60% of the frame
- Choose a photo with a clean background, or use AI to remove distractions
- Wear a professional outfit that makes you feel confident



Krysta Schauer (She/Her) · 1st
Event Manager, Content Curator, Volunteer Leader
Chicago, Illinois, United States · [Contact info](#)
681 followers · 500+ connections
Taylor Wright, Jim Lichtenwalter, and 43 other mutual connections

[Message](#) [More](#)

Highlights

ASUG You both work at ASUG - Americas' SAP Users' Group
Krysta started at ASUG - Americas' SAP Users' Group 8 months before you did
[Message](#)

W 2 mutual groups
You and Krysta are both in ASUG Women Connect and Americas' SAP Users' Group - ASUG (Official Group)

[Show all 3 highlights →](#)

About

I currently coordinate chapter events and manage the following regional chapters: Atlantic Canadian, British Columbia, Colorado, Indiana, Kentucky, Midwest Central, Ohio, New York City, Northern California, and Tennessee. Please reach out to Krysta.Schauer@asug.com with any questions.

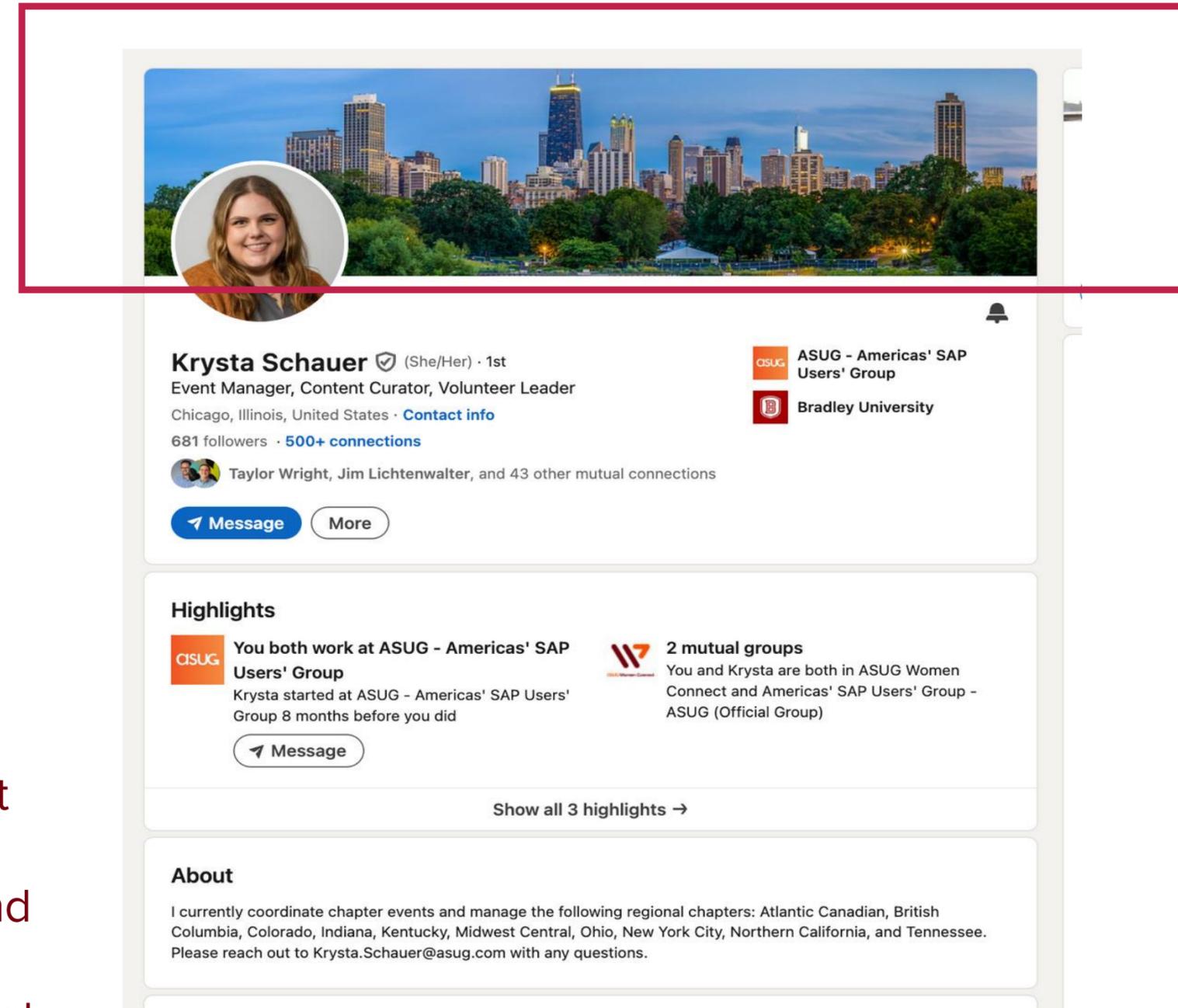
Personal Brand in Action

Optimizing Your LinkedIn Profile

Add a cover photo to complement your profile pic. The right background photo helps your page stand out!

Some Ideas:

- Choose a photo of your city's skyline if you want to highlight how integral your location is to your work
- Use a company-supplied image if you're employed in HR and want to leverage your profile to attract new talent
- Create a simple banner image with your own logo if you want your profile to be a more holistic representation of your experiences

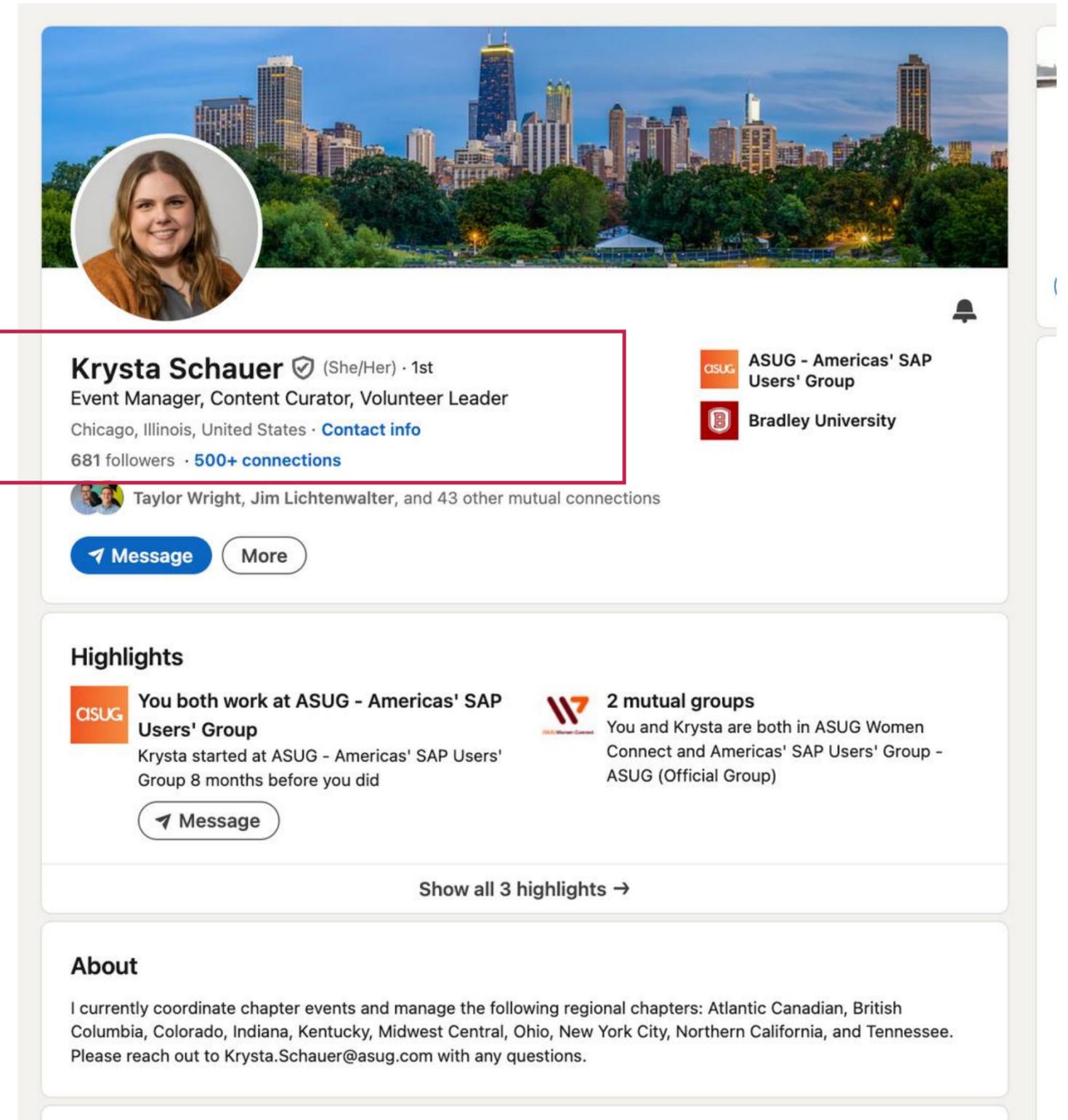


Personal Brand in Action

Optimizing Your LinkedIn Profile

Make your headline more than just a job title.

- Your headline can absolutely include your job title if you feel that it accurately sums up your experiences.
- However, think of this as an opportunity to showcase a little more about yourself, your aspirations, your goals.
- You can choose to cite your years in the field or elaborate on the specific talents you bring to the table.



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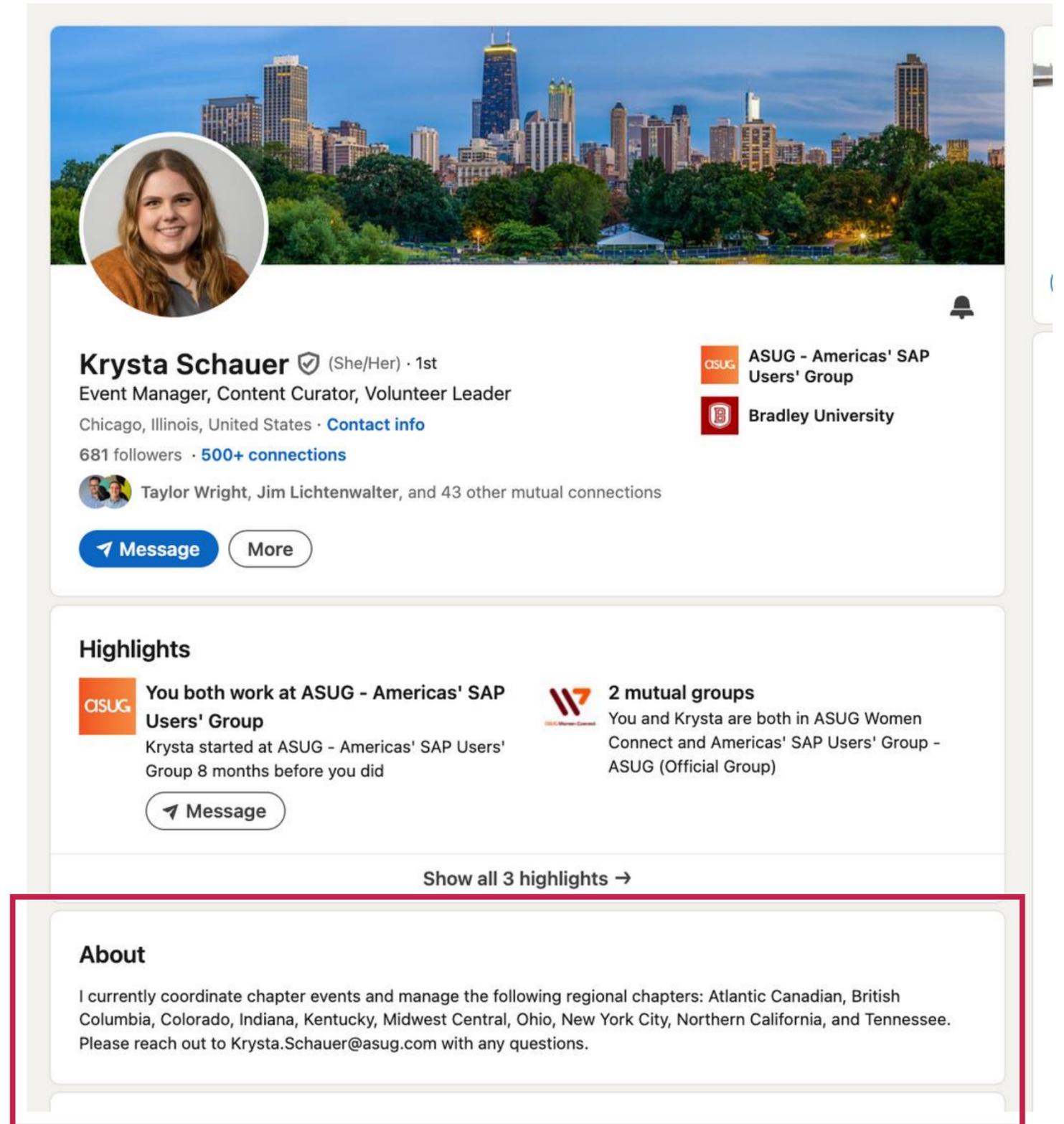
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Personal Brand in Action

Optimizing Your LinkedIn Profile

Turn your summary into your (personal brand) story.

- What are you known for professionally?
- What is your expertise?
- What is your personal leadership philosophy? Your guiding principles?
- What motivates you to excel?
- What is your differentiating factor?
- What is your greatest professional achievement?



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Personal Brand in Action

Optimizing Your LinkedIn Profile

Example sourced from LinkedIn:

“🌱 About Me: I was awarded the title “Top Graduating HR Student” at my college for my leadership and passion for the field. After I spent hundreds of hours networking on my LinkedIn, I was sourced by a Google recruiter and now sit on their staffing team. When I’m not advocating for exceptional candidate experience or teaching my coworkers the ins and outs of LinkedIn, I’m on LinkedIn sharing professional insight, in my home office making lightweight clay earrings, or watering my plants.”

Personal Brand in Action

Optimizing Your LinkedIn Profile

Engage with your connections!

Share your insights, showcase your professional values, and build a personal brand in your industry.

The image shows a screenshot of a LinkedIn profile for Krysta Schauer. The profile header includes a circular profile picture of a woman with long brown hair, a banner image of a city skyline at night, and the name 'Krysta Schauer' with a verified badge and '(She/Her) · 1st'. Below the name is the title 'Event Manager, Content Curator, Volunteer Leader' and the location 'Chicago, Illinois, United States'. To the right of the profile are two group affiliations: 'ASUG - Americas' SAP Users' Group' and 'Bradley University'. The activity feed below shows three posts:

- Post 1:** Krysta Schauer reposted this · 4d. The post is from 'ASUG Midwest Central Chapter' and says 'The ASUG Midwest Central Chapter is excited to partner with Kiewit in Omaha to host their next event on October 25!'. It includes a 'Save the Date' button and a '...show more' link. Engagement: Jonathan Lalla and 6 others.
- Post 2:** Krysta Schauer reposted this · 1mo. The post says 'The call for Speakers and Sponsors is now open for the ASUG Colorado Chapter meeting on Sept. 20 is not live! See the below post for details!...'. It includes a link to 'ASUG Colorado Call for Speakers/Sponsors – September 2024' on 'cvent.com'. Engagement: Jonathan Lalla and 4 others.
- Post 3:** Krysta Schauer reposted this · 1mo. The post has a photo of a group of people and says 'Rain or Shine, We Sailed Through! Despite the rain, our NYC and NJ ASUG cruise event was an absolute success. The rain only added to the adventure, creating beautiful memories. ...'. Engagement: Krysta Schauer and 78 others, 3 comments, 3 reposts.

At the bottom of the activity feed is a button that says 'Show all posts →'.

Building Your Personal Brand

Questions?

Building Your Personal Brand

Takeaways and highlights from the conversation

- **Define Your Personal Brand:** Start by understanding what personal branding means to you, recognizing that it reflects various aspects of your identity and how you show up in different settings.
- **Balance Perception and Identity:** While personal branding is linked to how others perceive you, it is not solely defined by it. You have control over the intentional presentation of your brand.
- **Distinguish Between Brand and Reputation:** Your personal brand is something you craft deliberately, whereas your reputation is shaped by others without your direct influence.

Building Your Personal Brand

Takeaways and highlights from the conversation

- **Develop Clarity, Consistency, and Content:** Be clear about your values and skills, consistently demonstrate them across platforms, and create content that reflects and reinforces your brand.
- **Master Your Communication:** Your words, actions, and interactions should align with the brand identity you've crafted—your "I am," "I have," and "I do" statements. Effective communication reinforces authenticity.
- **Craft a Personal Statement:** Summarize your personal brand by considering what matters most to you, the unique strengths you bring, and how your actions reflect your core identity.

Building Your Personal Brand

Thank you!

Inspire the Conversation

Connect with a community dedicated to promoting equity and support in the SAP ecosystem.

Submit your topic ideas.



Join the Conversation

Join the ASUG Women Connect LinkedIn group for continuous connection with the community.



Thank you.

