



Thinking moves *ahead*

Women's Leadership Circle

Developing Your Leadership Brand

January 31st, 2008

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Current State of Affairs in Canada

Women in FP 500 Companies

- ◆ Represent 15.1% of corporate officers
- ◆ Hold 7.3% of Clout Titles (CEO, Pres, COO, SEVP, EVP)
- ◆ Lead (as CEO) 21 companies
- ◆ Hold 12% of board seats
- ◆ Represent 5.4% of the highest earners

Barriers to Advancement

- ◆ Exclusionary corporate cultures
- ◆ Career demands at odds with commitment to family responsibilities
- ◆ Lack of role models, networks, and mentors
- ◆ Companies don't objectively & strategically identify and develop talent



7 Deadly Sins of Career Management

- ◆ Wanting to be liked vs. admired
- ◆ Settling for recognition vs. reward
- ◆ Uncomfortable with conflict
- ◆ Lack of balance between team play & self-advocacy
- ◆ Unwilling to take risks early and often
- ◆ Unskilled at 'bragging'
- ◆ Lack of career ownership

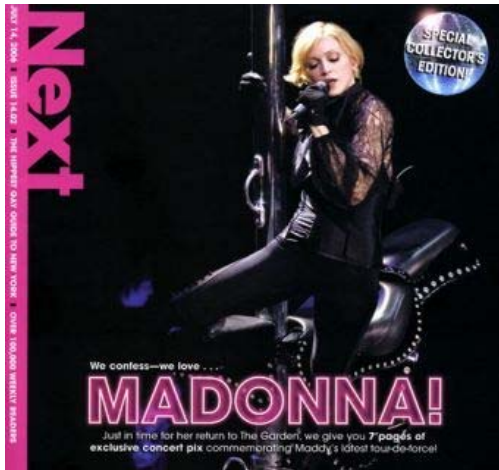
The Power of Branding



What is Brand?

- ◆ It influences the feelings and actions of consumers.
- ◆ It increases the positive feelings toward a specific product or service.
- ◆ It highlights the value you'll receive.
- ◆ It depicts the personality or soul of the product/service/company.

Leadership Branding



- Outrageous
- Sexy
- Chameleon
- Brassy



- Compassionate
- Spiritual
- Intelligent
- Genuine



- Organized
- Creative
- Anal
- Intimidating



Career
Management

=

Brand
Management

Brand You

- ◆ You are a brand
- ◆ You have control over how you're perceived
- ◆ Days of having one job for life are gone
- ◆ We need to be seen as "best in class" in our field of specialization

"If you don't brand yourself, someone else will"

Holy Trinity of a Great Brand





Career Management Steps

- ◆ Know thyself
- ◆ Define your leadership brand
- ◆ Articulate your vision
- ◆ Develop an action plan and communicate your brand

Step 1 – Know Thyself

- ◆ Values
- ◆ Passions
- ◆ Talents & Skills
- ◆ Personality



Step 2 – Define your Brand

- ◆ Brand Statement
- ◆ Tagline
- ◆ Packaging/Image

TOSHIBA Leading Innovation >>>

Toshiba delivers technology and products remarkable for their innovation and artistry - contributing to a safer, more comfortable, more productive life.

We bring together the spirit of innovation with our passion and conviction to shape the future and help protect the global environment - our shared heritage.

We foster close relationships, rooted in trust and respect, with our customers, business partners and communities around the world.

Step 3 – Articulate your Vision

- ◆ Visualize where you want to be in 5 years
- ◆ Write a personal vision statement
- ◆ Write a core values statement



“I am going to be the richest black woman in America.” – Oprah, 1987

Step 4 – Develop Action Plan

- ◆ What action steps do you need to take to fulfill vision?
- ◆ How will you enhance your strengths?
- ◆ How will you minimize or develop your weaknesses?
- ◆ What will you do to improve your knowledge of your target audience?
- ◆ How will you communicate your brand?



Exercise to Start you Thinking

- ◆ You are a product.
- ◆ What are you and why?





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