

Creating a Personal Brand that Reflects What Really Matters

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Abstract

Cultivating your **personal brand** is an effective way to **differentiate yourself** and help **propel you** technical career. While it is important to understand how others perceive you, ultimately your personal brand is your **reputation**. Your reputation should **stand for something** that truly **matters** and reflect your **values and vision**. Join me to learn more about how to articulate your personal values and **embody them** through your work. You'll walk away with a technique on how to develop a personal vision statement for your career. I'll share stories of my own successes (and failures) in cultivating a brand that reflects my personal values and vision. We'll also talk about how to **keep yours authentic** and current as you **evolve and change**.



I'm tired
Tired of playing the game
Ain't it a crying shame
I'm so tired
-Madeline Kahn, *Blazing Saddles*

What is brand?

What makes a great brand?





Technology

Innovation

Mercurial

Design

Health

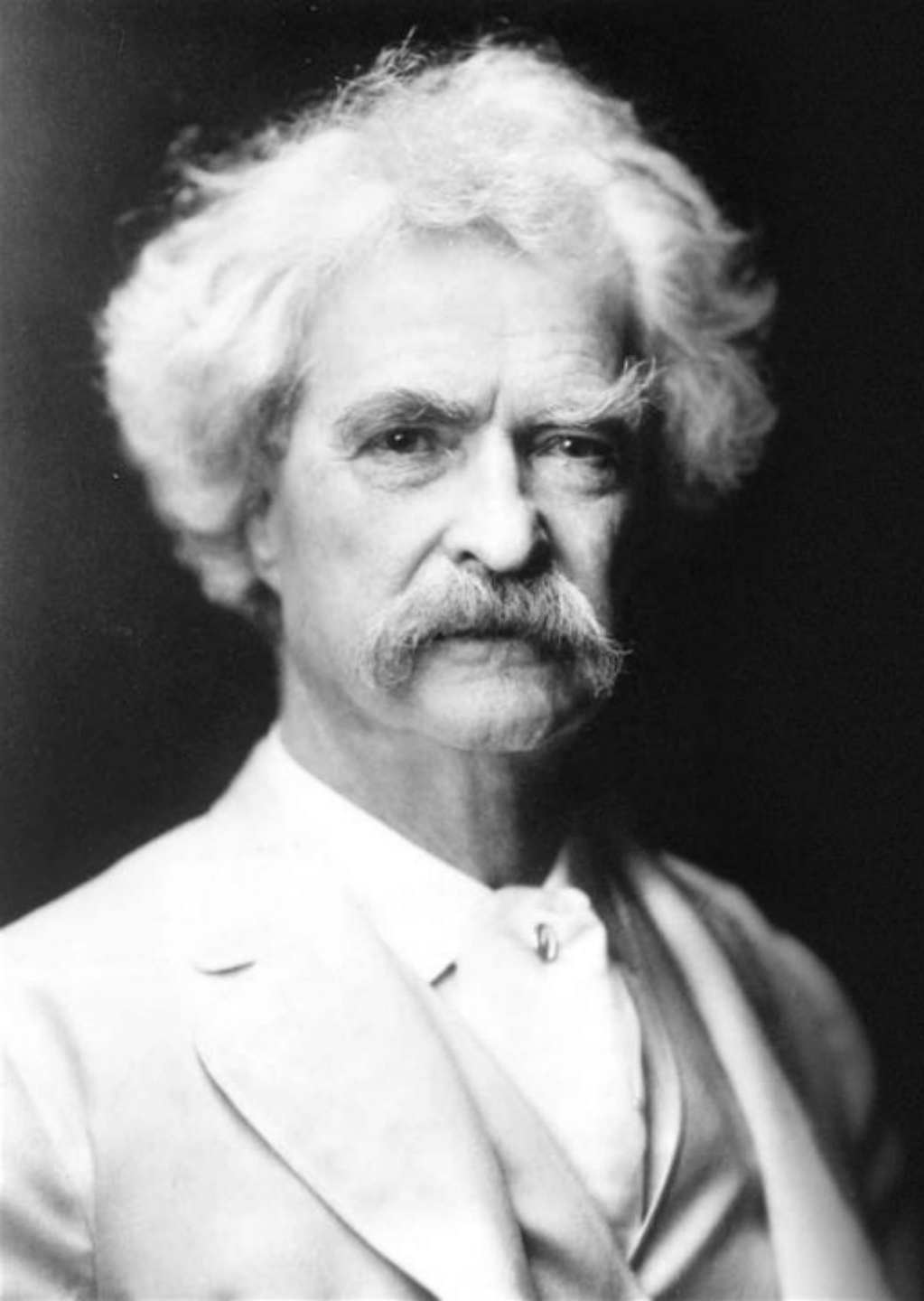
Storytelling

Human spirit

Live your best
life



Your ? brand



If you tell the truth, you
don't have to
remember anything.

-Mark Twain

If you don't
watch out for
your reputation,
no one else will.

-Mama

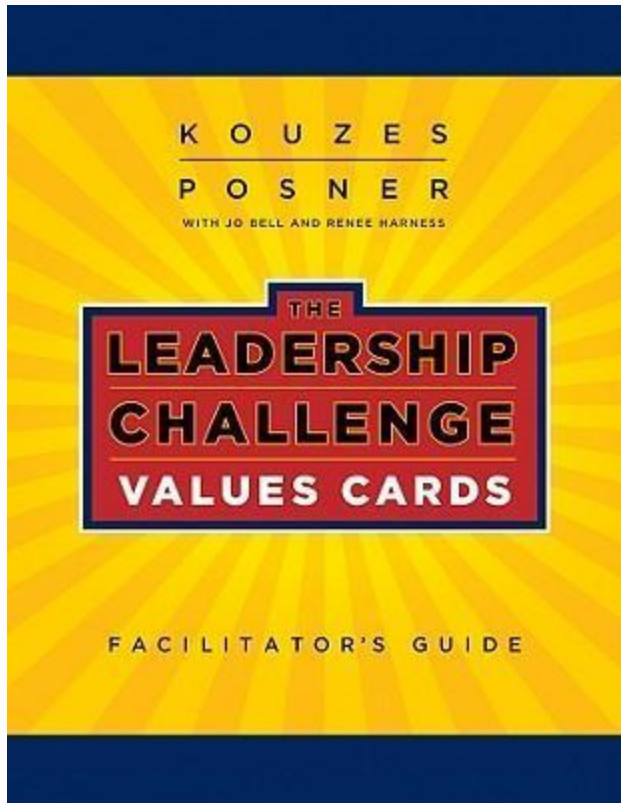


Character is like a tree and reputation like a shadow. The shadow is what we think of it; the tree is the real thing.









My Values

Self realization

Love

Freedom

Elegance

Perseverance



What is your career path?

Are you interested in management?

Where do you see your career in five
years?





It is a terrible thing to see and have no vision.
-Helen Keller

Writing a personal vision statement

Great personal vision statement =
career aspiration + impact +
desired experience + your needs

1. List out your strengths, passions, desires, needs
2. Imagine if you had all of it*
3. Describe *that*

*Some of you (like me) may need to give yourselves a context

Mine circa 2007

To play a **leadership role** in creating productivity tools for the IT Pro. To see those UXs delivered into customers' hands. To **empower a team** to **define and deliver on a compelling vision** for **IT Pro UX**. To make UX a core discipline for shipping IT Pro solutions. To be recognized as a thought leader in IT Pro solutions and be part of the decision making process to define the **strategy** for IT Pro solutions. To grow a **community** within Microsoft of people committed to delivering great experiences for the IT Pro. To help my team grow their careers and realize their potential. To work in a stable, **collaborative** team that supports my goals, values my contributions, and invests in my growth. To have a position and be part of a group that is conducive to a **healthy work/life** balance where I can accomplish all of the above and still be a **great wife and mother**.



A ship in port is safe,
but that's not what
ships are built for.
-Grace Hopper







Without continual growth
and progress, such words
as improvement,
achievement, and
success have no
meaning.

-Benjamin Franklin

The most effective
way to do it, is to do
it.

-Amelia Earhart



Thank you