



Leveraging Your Brand & Personal Image

Presented By: Paula Pranger

The Power Of A Global Brand

“Whatever Is Golden, Guy Will Touch”

- Fortune Global 500
- Fortune US 500
- The Reputations of the Most Visible Companies
- World's Most Admired Companies
- World's Most Respected Companies
- Global Reputation Pulse - U.S. Top 100

BERKSHIRE HATHAWAY INC.



**BERKSHIRE
HATHAWAY**
HomeServices

What Does It Take To Create A Global or National Brand?

- Hundreds of thousands of investors
- A Multitude of teams of people
- Decades of reputation
- Experience
- Financial Strength
- Integrity
- Trust and operational excellence



FRUIT OF THE LOOM®



Benjamin Moore®
Paints



GEICO®

Coca-Cola

HELBURG
DIAMONDS®
moments that sparkle®



Shaw®
Where Great Floors Begin®



P&G

Leveraging Your Global Brand

It is a Symbiotic Relationship



“I don’t look to jump over 7-foot bars, I look around for 1-foot bars I can step over” - *Warren Buffet*





Does Your Personal Image Align With Your Brand?



U.S. Marine – No Doubt!



U.S. Marine...

Not what we had in mind !



Your Personal Image

Personal Presentation

- Proper Introductions
- Your Affect
- Handshaking
- Eye Contact
- Nametags
- Proper Attire
- Grooming



Personal Image

Verbal Communication Skills

- Skillful Conversation
- The Art of Small Talk
- Networking
- Negotiating
- Managing Conflict
- Handling Difficult Conversations



Personal Image

Non-Verbal Communication

- Body Language
 - Facial expressions
 - Body stance
 - Eye rolling
 - Eye contact
 - Fingernail-picking
 - Foot-tapping
 - Gum-snapping
 - Playing with our hair
- Thank You Notes
- Literature & Business Cards



Personal Image “TechEtiquette”

- Phone
- Voicemail
- Texting
- Email
- Social Networking
- Signatures (Mobile and Email)



Personal Image

Is it costing you business?

- Poor verbal and non verbal skills towards employees or business partners
- Rude and distracting behavior in the office and during meetings
- Failing to appreciate employees for their contributions
- Inappropriate attire and inappropriate behavior
- Poor manners on the phone and via email
- Embarrassing business and social faux pas



Thank You!

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