

professional brands & making them matter

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hello

liana vultaggio



superpower

connecting others

growth area

confidence

interests

baking bread, collecting antiques (like the Lenox Spice Village), traveling the world, being an auntie, weightlifting, baking cakes in my Nordic Ware pans, having dinner parties, girls weekends

Allstate

education

BA in international human resources @ gvsu (2016)

MS in HR & organizational development @ emu (2019)

work history

HRBP @ nissan (2016 – 2019)

global senior HRBP @ cooper standard (2019 – 2020)

learning & development @ emergent holdings (2020 -2021)

rotational leadership development @ allstate (2021 – present)

contact info

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introvert



extrovert

four [easy] steps:

1. identify the professional brand you want to have
2. understand your current professional brand and reflect
3. craft a professional brand statement
4. make it matter



step 1: what professional brand do I want?

do this:

- 1 List your favorite past projects, roles, and responsibilities. Note what you liked about them.
- 2 Brainstorm the 20 words you'd want people to use to describe you as a professional.
- 3 Note the top 10 soft skills you bring to the workplace and the top 10 hard skills.
- 4 Analyze your activities and identify the themes you see.



step 2: what professional brand do I have?

step 1: what professional brand do I want?

step 2: what professional brand do I have?

step 3: craft a professional brand statement

step 4: make it matter

do this:

- 1 Make a list of the 25 people you interact with most. Shoot for 10 colleagues, 5 friends, 5 family members, and 5 folks from other areas of your life.
- 2 Ask them to share the 3 words that describe you.
- 3 Put all the words together in a word cloud or an Excel list that identifies duplicates. Make note of the words that come up multiple times.
Review the feedback.
- 4
 - What items on the list are aligned to your step 1 desired brand?
 - Consider if you missed something you'd like to add to your desired brand.
 - Make note of feedback that isn't aligned that you'd like to address.



step 3: craft a professional brand statement

step 1: what professional brand do I want?

step 2: what professional brand do I have?

step 3: craft a professional brand statement

step 4: make it matter

do this:

Using your notes, answer the following questions:

- 1
 - How do you describe yourself (characteristics)?
 - What are you good at (tangible skills)?
 - What do you like to do?
 - Who does it impact and how does it impact them?
 - Why does it matter? What value does it add?
- 2

Focus it down into 2-3 sentences that shares who you are, your gifts, and how those gifts impact others and add value



step 4: make it matter

step 1: what professional brand do I want?

step 2: what professional brand do I have?

step 3: craft a professional brand statement

step 4: make it matter

do this:

- 1 Ask for feedback and iterate.
- 2 Put your professional brand somewhere you can see it
 - LinkedIn profile, your Desktop background, your email signature, a sticky note on your monitor, your cell phone background
- 3 Create an action plan.
 - What can you do to amplify your strengths and shine brighter?
 - What feedback didn't resonate as part of your brand? What can you do minimize the impact of this feedback in the future?
- 4 Put guardrails in place to measure your progress.
 - Share your action plan with a mentor, put a reminder on your calendar to reflect once per quarter, do step 2 activities again 6 months from now, reflect on your professional brand once per year and update as needed



in summary

step 1: what professional brand do I want?

step 2: what professional brand do I have?

step 3: craft a professional brand statement

step 4: make it matter

the steps	the littler steps
step 1: what professional brand do I want?	<ul style="list-style-type: none"> List your favorite past projects, roles, and responsibilities. Note what you liked about them. Brainstorm the 20 words you'd want people to use to describe you as a professional. Note the top 10 soft skills you bring to the workplace and the top 10 hard skills. Analyze your activities and identify the themes you see.
step 2: what professional brand do I have?	<ul style="list-style-type: none"> Make a list of the 25 people you interact with most. Shoot for 10 colleagues, 5 friends, 5 family members, and 5 folks from other areas of your life. Ask them to share the 3 words that describe you. Put all the words together in a word cloud or an Excel list that identifies duplicates. Make note of the words that come up multiple times. Review the feedback. <ul style="list-style-type: none"> What items on the list are aligned to your step 1 desired brand? Consider if you missed something you'd like to add to your desired brand. Make note of feedback that isn't aligned that you'd like to address.
step 3: craft a professional brand statement	<ul style="list-style-type: none"> Using your notes, answer the following questions: <ul style="list-style-type: none"> How do you describe yourself (characteristics)? What are you good at (tangible skills)? What do you like to do? Who does it impact and how does it impact them? Why does it matter? What value does it add? Focus it down into 2-3 sentences that shares who you are, your gifts, and how those gifts impact others and add value
step 4: make it matter	<ul style="list-style-type: none"> Ask for feedback and iterate. Put your professional brand somewhere you can see it <ul style="list-style-type: none"> LinkedIn profile, your Desktop background, your email signature, a sticky note on your monitor, your cell phone background Create an action plan. <ul style="list-style-type: none"> What can you do to amplify your strengths and shine brighter? What feedback didn't resonate as part of your brand? What can you do minimize the impact of this feedback in the future? Put guardrails in place to measure your progress. <ul style="list-style-type: none"> Share your action plan with a mentor, put a reminder on your calendar to reflect once per quarter, do step 2 activities again 6 months from now, reflect on your professional brand once per year and update as needed

