

**BUILDING**  
A POWERFUL &

**TRUSTED**  
PERSONAL BRAND



LET'S GROW **LEADERS**

#PMIRochester #PMIPDD2022

@letsgrowleaders



What is  
their leadership Brand?

Darth Vader



Mary Poppins





Madame  
C.J. Walker



Miranda  
Priestly

Agent J



# Professor McGonagall







**I want to be known for...**

## BUILD A BRAND: DESIGNING YOUR ASPIRATIONAL LEADERSHIP BRAND



The Brand I'm Building:  
Key Characteristics

Blank space for writing key characteristics.



What Matters Most  
Around Here

Blank space for writing what matters most.

Pause Here: What Do You Notice?

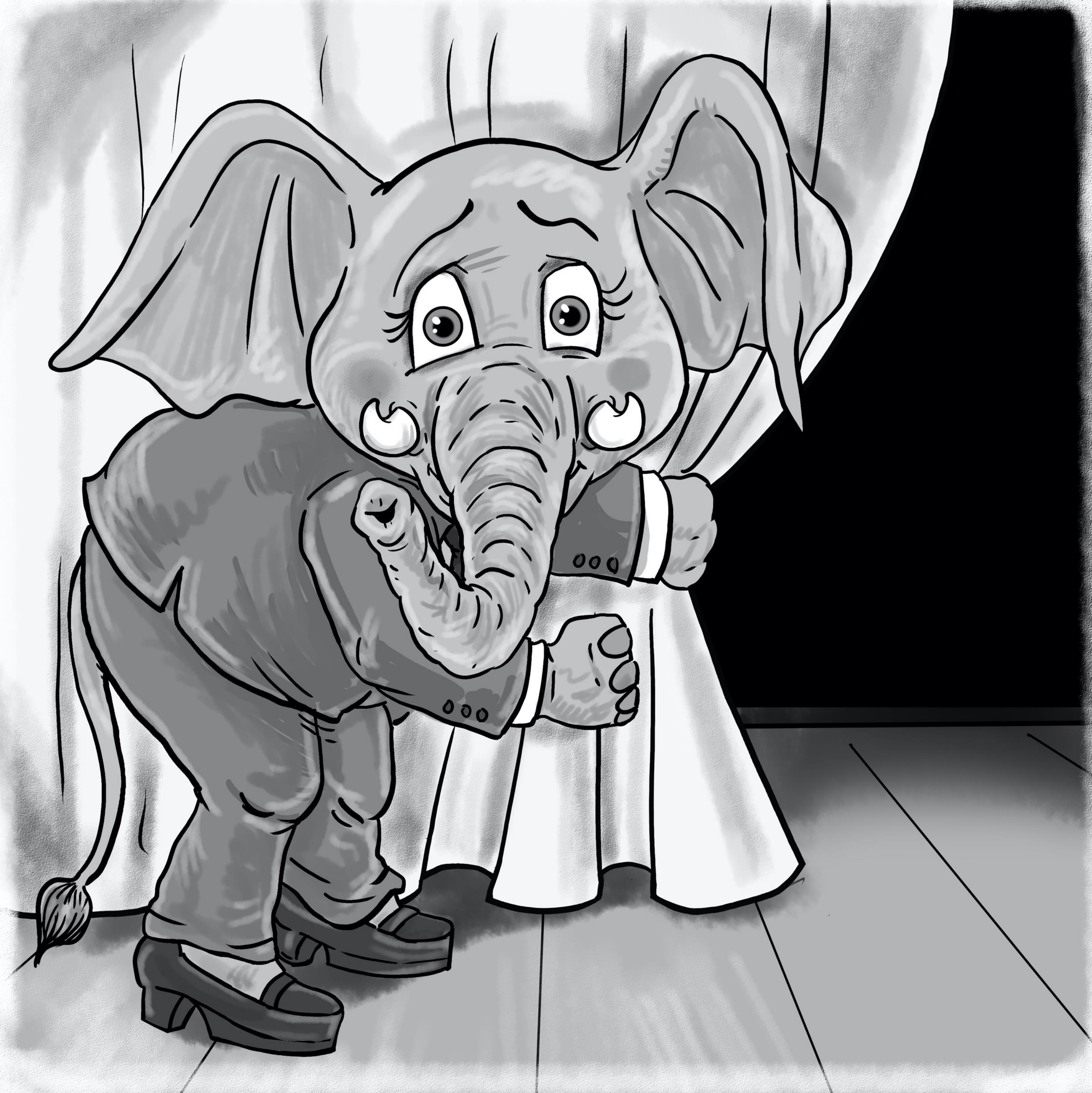
Strengths to Build On:

Biggest Opportunities for Growth:

Non-Negotiables (I Won't, or I Must, Dos to Maintain My Integrity as a Leader)

Biggest Curiosities (Where Do I Need More Feedback?)







# Building a Trusted Brand

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1



# ASKING FOR A FRIEND

*with Karin Hurt*



David Horsager, The Trust Institute

# Components of Trust

- Are you credible (and do you act like I am too)?
- Are you reliable?
- Are we connected?
- Do you have my best interest at heart?



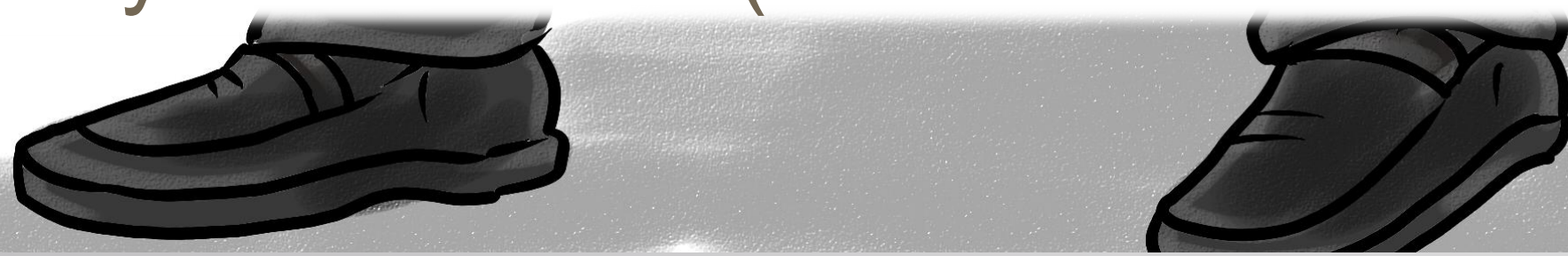
# Credibility Derailers

Undermining language (too humble)

Unbridled tenacity (too confident)

Over-alignment (too relationship-focused)

Narrowly focused (too results-focused)





# Your Brand Audit

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2



# Getting Started

Conduct a  
Listening Tour



# MY LISTENING TOUR

## REQUESTING

### SHOWING UP COACHABLE AND ENCOURAGING FEEDBACK

#### 1. Start with Confident Humility

Be ready to listen with an open mind.



#### 2. Identify Areas of Interest

Focus on a few key areas where you really want feedback.

Keep it simple and make it easy for both you and the people you are planning to talk to.



#### 3. Craft a Few Open-Ended Questions (here are a few examples)

What do you think are my biggest strengths?

What could I do to be more effective in our meetings?

How could I have a more strategic impact on our results?

What about my communication style gets in the way?

If you could identify one area for me to work on this year, what would that be?

#### 4. Identify People to Ask for Feedback

Include people in a variety of roles.

Don't stack the deck with all friendlies or known detractors- work to get a balanced perspective.

Approach them one-on-one, and explain why you're doing this.

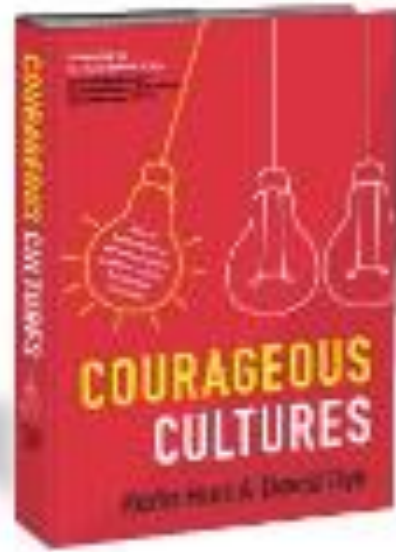
Explain that you're really looking for candid feedback and that you'll be happy to circle back with themes and key actions.

Thank them.

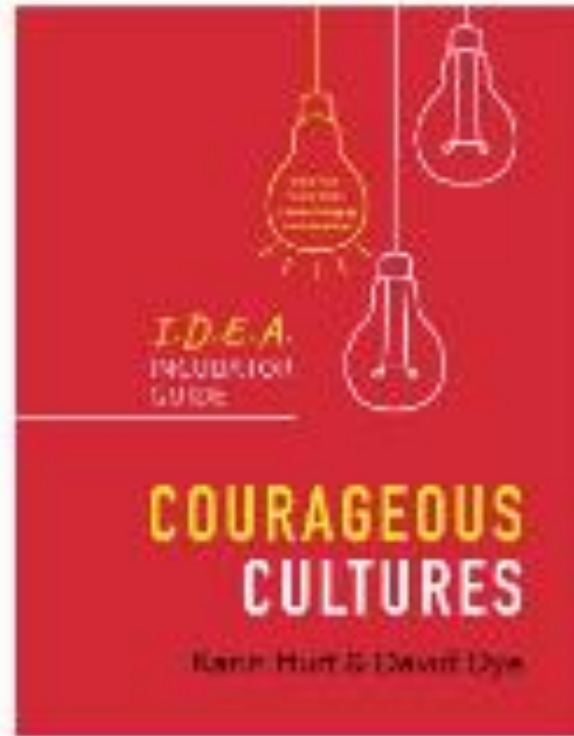
#### 5. Identify themes and key actions

Look for themes or differences in perspectives.

Circle back with stakeholders to share what you've learned and what you will be working on.



Courageous Cultures Sample Chapters



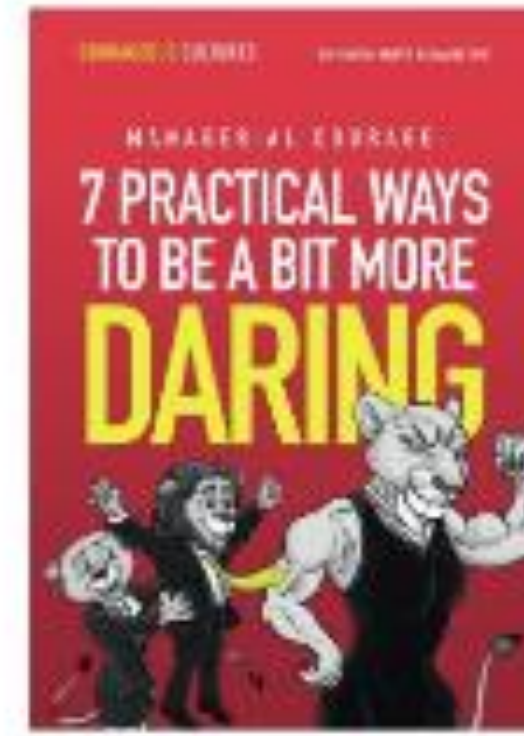
IDEA Incubator Guide



Courageous Cultures Assessment



Team Accelerator Program




7 Practical Ways to be a Bit More Daring



[LetsGrowLeaders.com/Courage](https://LetsGrowLeaders.com/Courage)

# Google

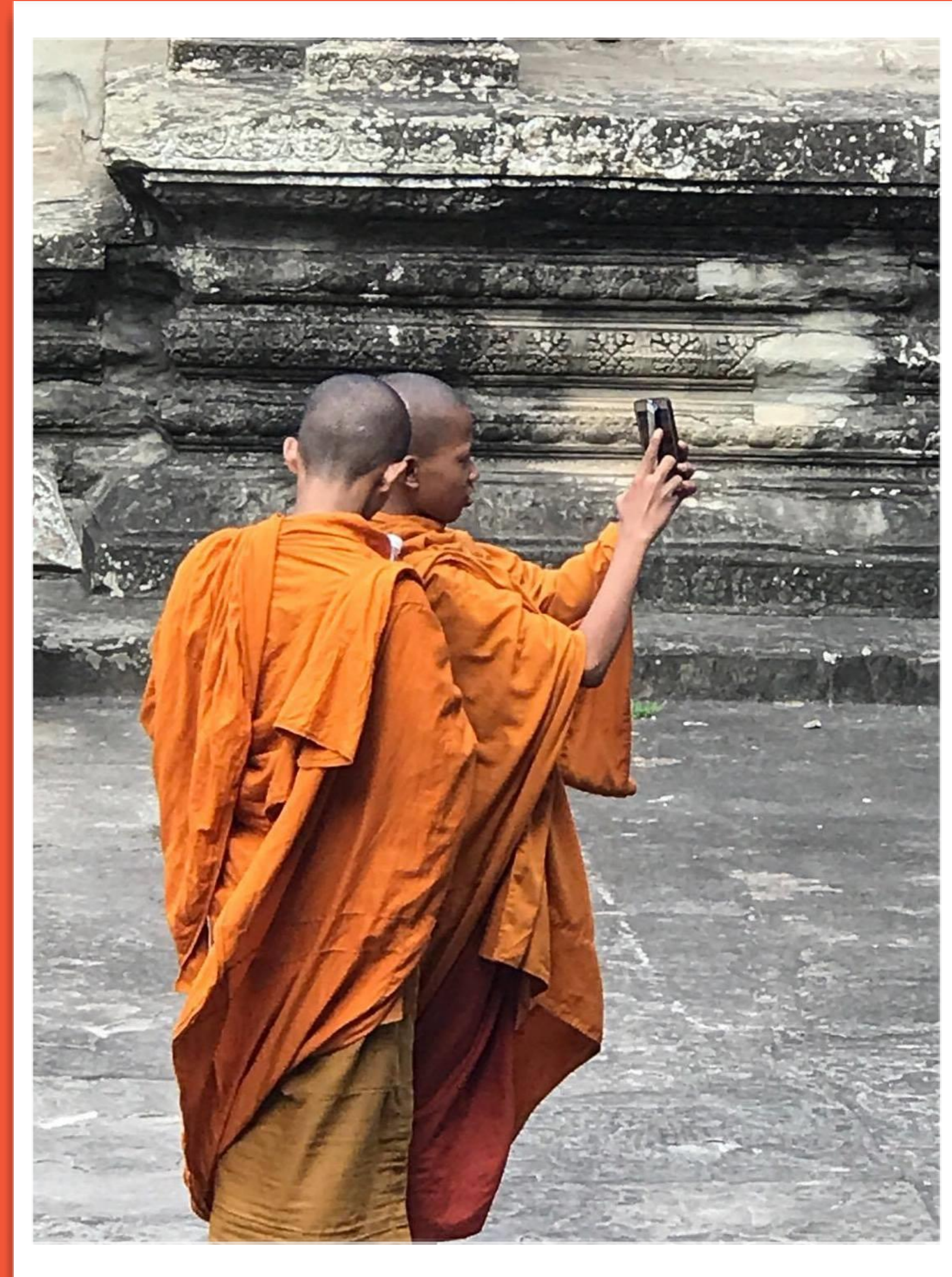
 

Google Search

I'm Feeling Lucky

# Quick Brand Check

- Incognito Google Search
- Google Alerts ([google.com/alerts](https://google.com/alerts))
- Listening Tour
- Word Cloud LinkedIn “Audit”
- One-word brand check



Interesting  
expert

Interested  
connector

# Building Your External Brand

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3



# Brands are built by volunteers.

“What”



“Why”



“Sell one.”



“They don’t do it for you of course,  
they do it for each other.” –Seth Godin

Amplify the  
Ideas of  
Others

HOSTED BY:



# INTERNATIONAL SYMPOSIUM



Shep Hyken  
@Hyken



Kevin Kruse  
@kruse



Eileen McDargh  
@macdarling



Jeremy Kingsley  
@Jeremy\_Kingsley



Mark Miller  
@leadersserve



Cathy Fyock  
@cathyfyock



May Busch  
@maybusch



Scott Friedman  
@scottcelebrates



S. Chris Edmonds  
@scedmonds



Alli Polin  
@allipolin



Mary Kelly  
@marykellyspeaks



Barbara Mannino  
@bararamannino



Chery Geggelman  
@gianaconsulting



Tanveer Naseer  
@tanveernaseer



Bill Treasurer  
@btreasurer



Chip Bell  
@chiprbell



Brian Tracy  
@briantracy



Shelly Row  
@shelleyrow



Marshall Goldsmith  
@coachgoldsmith



Michael Teoh  
@michaelteoh



Jill Schiefelbein  
@dynamicjill



Ilija Grzeskowitz  
@lgrzeskowitz



Justin Maust  
@leader\_legacy



Jon Low

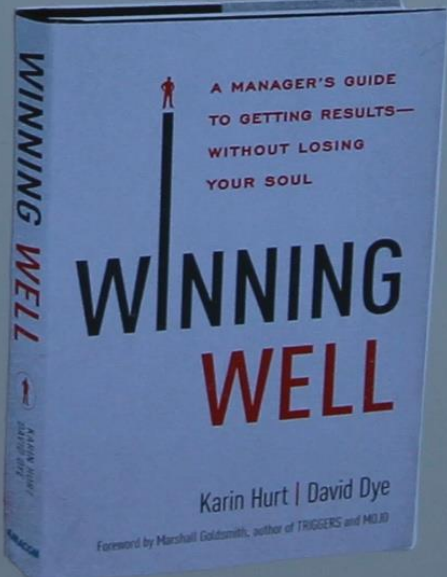
and more...



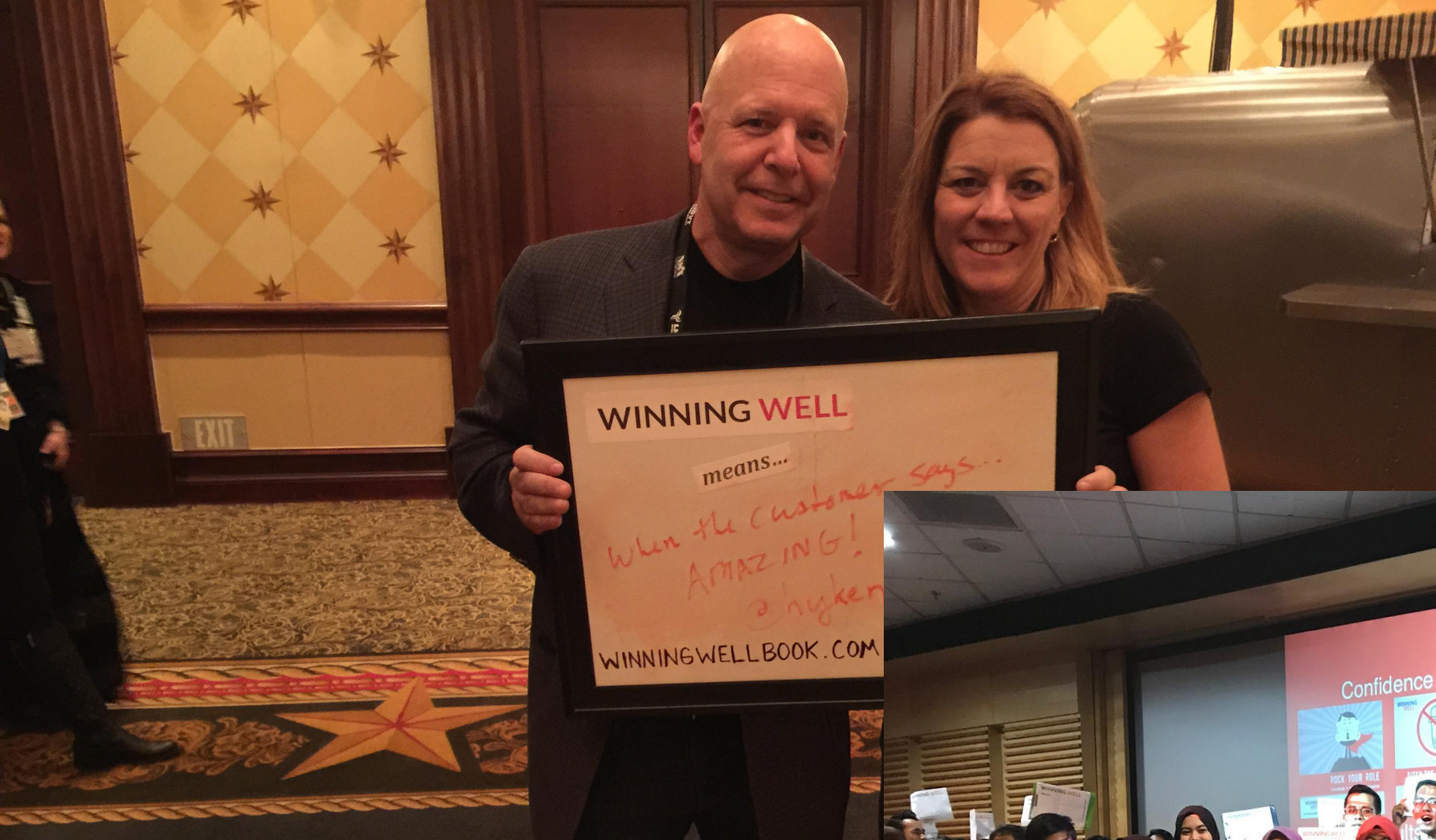
WINNING WELL

means...

WINNINGWELLBOOK.COM



Quartet





Continue the conversation offline





| Most influential project management 

Google Search

I'm Feeling Lucky

WEDNESDAY



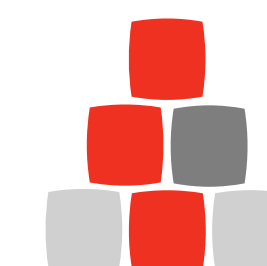
**Susanne Madsen** • 4:24 PM

Dear Karin,

To my mind project managers can become more influential and add value by delivering great projects, being great leaders and then share the knowledge they gain. There are infinite ways in which they can do that: write a post on LinkedIn, create a short video about a tip, run an internal lunch and learn session, speak at a networking event, publish an ebook or mentor more junior project managers. The medium isn't that important. What's important is that they speak from their heart and that they share what they know. If fewer projects are to fail we need more PMs to step forward and share their lessons.

Best regards,  
Susanne

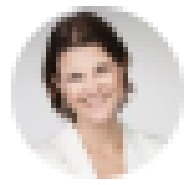
“What’s important is that they speak from their heart and that they share what they know.”



LET'S GROW LEADERS



WEDNESDAY



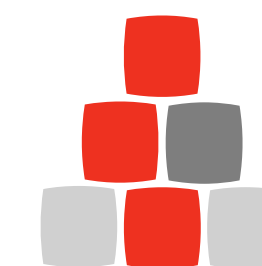
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Susanne

“If fewer projects are to fail we need more PMs to step forward and share their lessons.”



LET'S GROW LEADERS

“Offer what you know. Explain the context.”  
... don’t worry about being wrong.



**Johanna Rothman** • 7:32 PM

Hi Karin, thanks.

So, if I had to give you a short quote, maybe it's this:  
Offer what you know. Explain the context and maybe even when that advice is wrong. That will allow other people to exploit your advice in the best possible sense of the word.



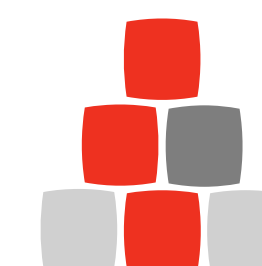
**Pawel Brodzinski** • 2:56 AM

Hi Karin,

Share. Share publicly. Share a lot. Even the most basic stuff. You wouldn't believe how often I wrote something that I considered elementary, uninspiring and far from perfectly written and people found it valuable and liked it.

As a bonus, you mature and evolve your own thinking and understanding of the domain.

“Share publicly. Share a lot.”



LET'S GROW **LEADERS**



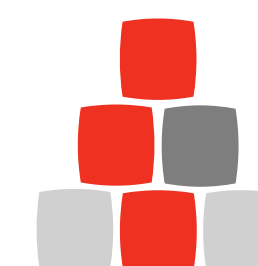
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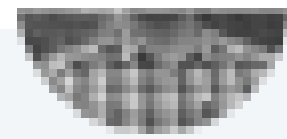
Honestly, the "most influential" thing is perplexing to me! I'm just a genuinely curious, hard-working person who decided to share his own ideas and practices because it felt like it could be helpful to my peers. At the same time, I came up through the digital industry and carved out a niche of the PM community by talking only about digital projects (which really aren't all that different from other projects). Doing that gave me a platform and an audience to speak and relate to. I think maybe that's a differentiator--I speak from genuine experience and share my own challenges and failures. And I try to have fun with it, because let's face it, reading about PM can be sort of boring!

I also tend to think this approach works well when trying to gain influence with a team. You have to stop being overly formal (because we tend to do that as PMs), build and lean on your relationships, and be open and honest about your own limits and the challenges that come your way. To me, the only way you can do that is by being yourself, and being open to learning, growing, and changing.

“I’m just a genuinely curious, hard-working person who decided to share his ideas and practices because it felt like it could be helpful to my peers.”



**Brett Harned** · 1st  
Director Of Education at TeamGantt & Founder, Digital PM Summit



Thanks for the connection! I look forward to being a part of your network. Do you work with your organization's brand apparel?

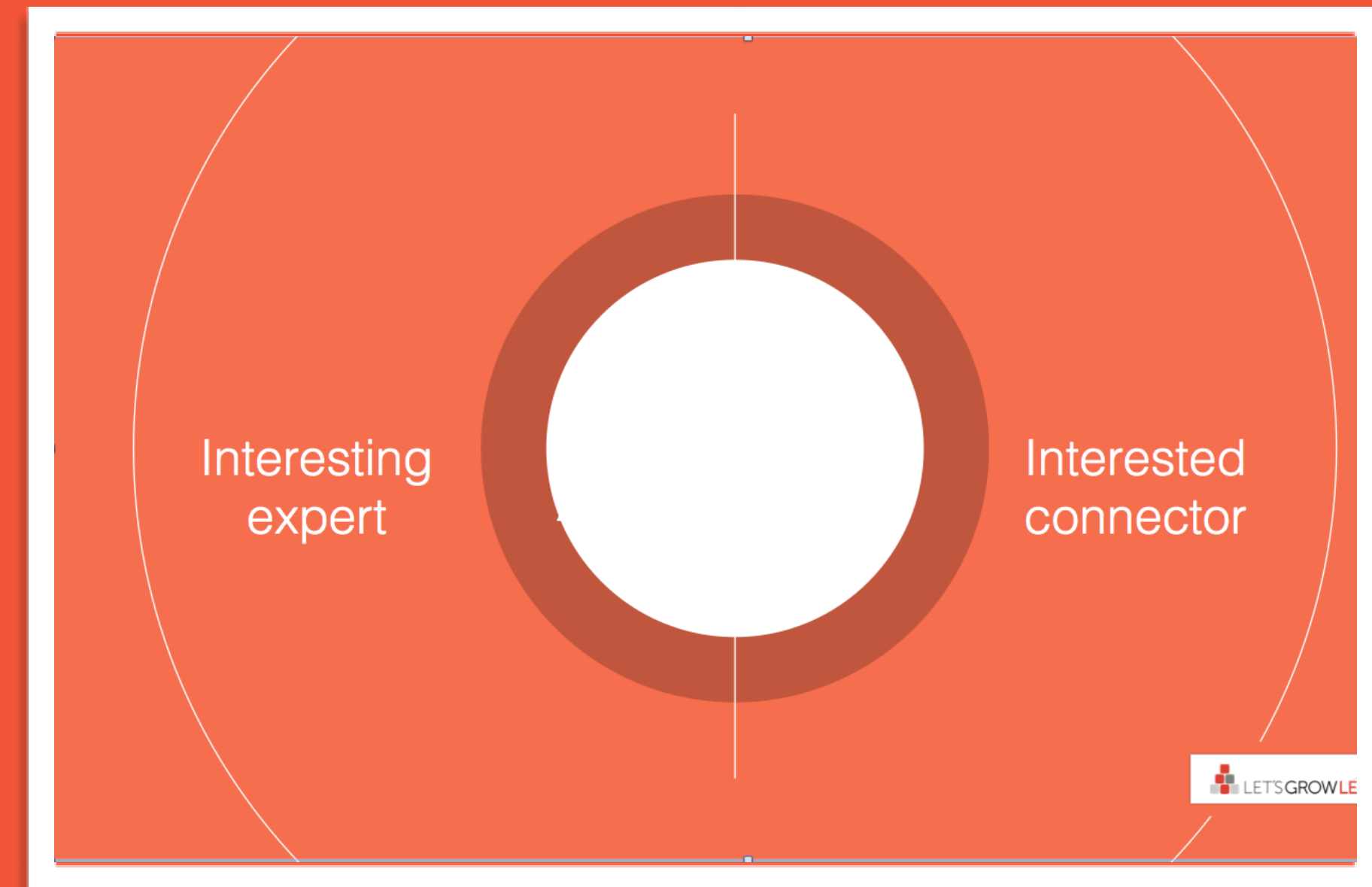
All the best,  
Jody



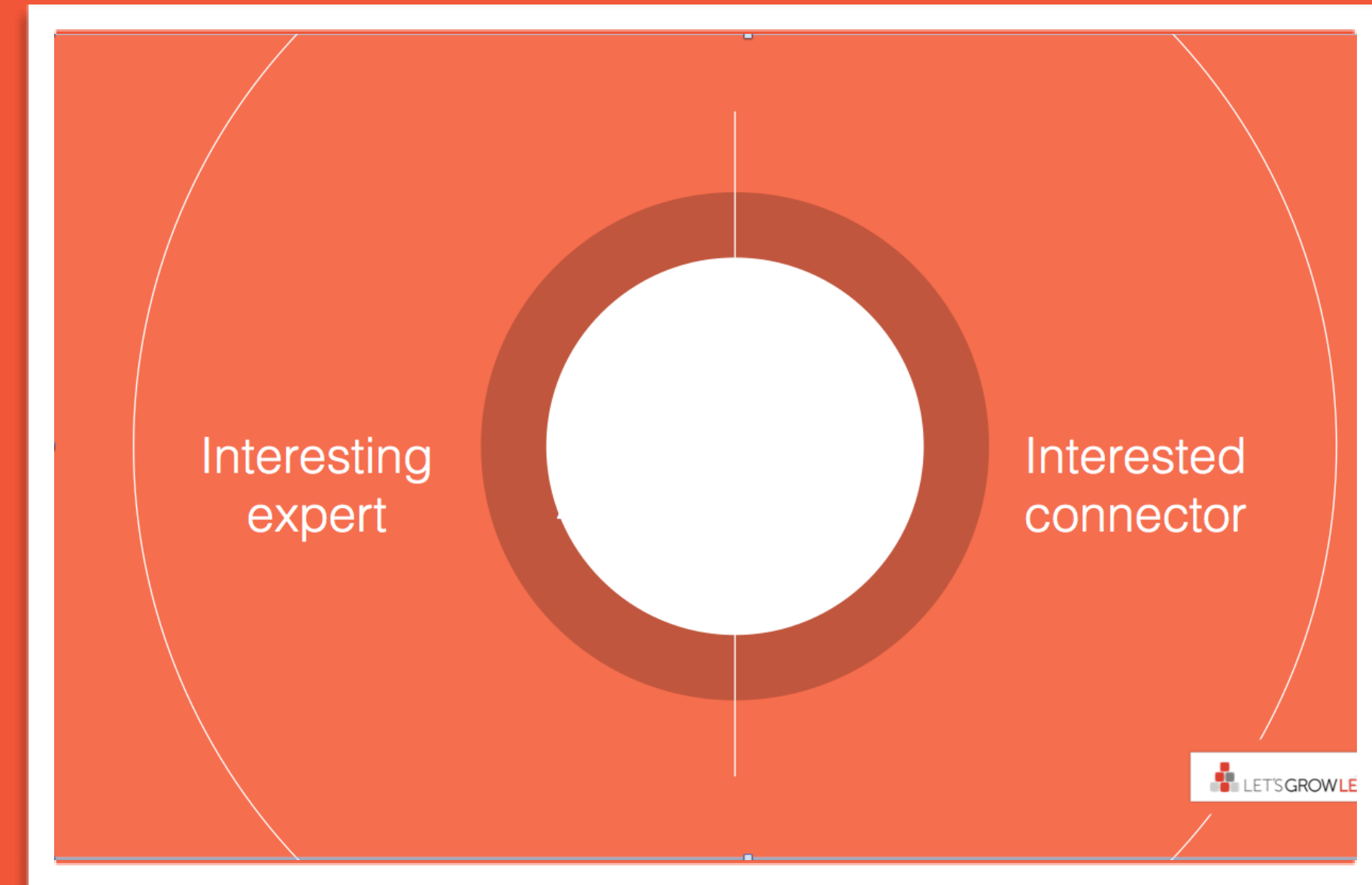
**Karin Hurt** • 12:02 PM

I always remove a connection when the first thing someone does is sell me something. That's not what LinkedIn is

# Getting Started

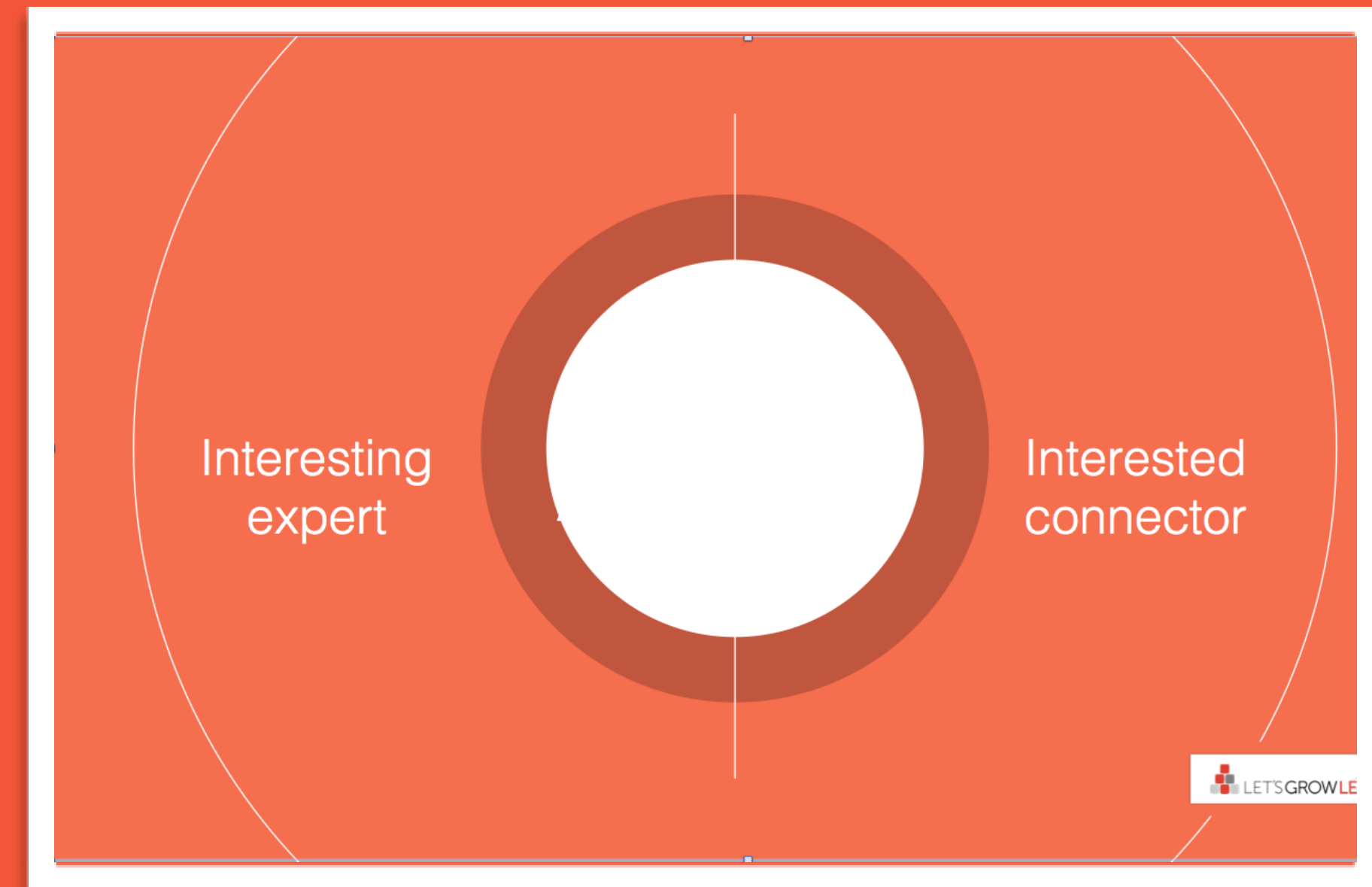


# Getting Started





# Getting Started



Ways to Engage TODAY

#PMIPDD2022

@PMI\_Rochester

@letsgrowleaders

# @PMI\_Rochester



Interesting Expert:  
Share and I.D.E.A.  
or Insight.



# @PMI\_Rochester



Interested Connector:  
Start a conversation





**Karin Hurt**

CEO of Let's Grow Leaders; Author-Winning Well; Inc. Top 100 Leadership...

1d

We loved the courageous work today from these great managers in Oklahoma practicing our INSPIRE approach for accountability conversations to get the results you need (and preserving -- and improving) relationships.

Some great questions and insights.

- But what if the pattern continues?
- Oh, wow, maybe my expectations weren't fully clear.
- What if they're really a jerk?
- Maybe I should ask more questions.
- How do I start accountability if I never have before?
- Wow, when my voice got softer...
- What do I do if they cry?

I've included some article links addressing some of these topics in the comments.

Would love to hear your best advice. What would you add? [#leadershiptraining](#)  
[#communication](#) [#accountability](#) David Dye



Or...Recap a session with pics & hashtag.

You don't always choose  
**what you'll show up to..**

but you do choose

**How You'll Show Up**

# Connect with Us:

Blog: [LetsGrowLeaders.com](http://LetsGrowLeaders.com)

Podcast: [LeadershipWithoutLosingYourSoul.com](http://LeadershipWithoutLosingYourSoul.com)



Karin + AFAP Video Series:

[LinkedIn.com/in/Karin-Hurt/](https://www.linkedin.com/in/Karin-Hurt/)



David:

[LinkedIn.com/in/DavidMDye/](https://www.linkedin.com/in/DavidMDye/)

