Building Your Professional Brand

What would you like to be known for?

Naledi Saul, Director, UCSF Office of Career & Professional Development
(with thanks to Program Director, Anna Correa!)
Baby Steps: Brand You!

What is a professional brand?

Why is intentionally building a professional brand important?

Brainstorm a vision of your professional brand

Strategize where to share your message: platform/place
Baby Steps: Brand You!

- **Why is intentionally building a professional brand important?**
- **Brainstorm a vision of your professional brand**
- **Strategize where to share your message: platform/place**

**What is a professional brand?**
What is a Professional Brand?

It is the essence of who you are in the workplace (and your professional community). Your brand reflects your professional reputation – what you’re known for (or would like to be known for)*

A brand is not just expertise, but qualities

*What is a “professional branding statement”? at dummies.com
Why is Intentionally Building a Professional Brand Important?
Why is Intentionally Building a Professional Brand Important?

- Want to be recognized and trusted in your field
- Want to position yourself for future opportunities
Baby Steps: Brand You!

Brainstorm a vision of your professional brand

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Why is intentionally building a professional brand important?

What is a professional brand?
Brainstorm a vision of your professional brand

What do you want to be known for?

Take 10 minutes and jot down your thoughts around 3 things:

1. Professionally, what do you want to be known for?

   2. What do you want people to say when they speak about you?

   3. Specifically: what EXPERTISE, & QUALITIES (values) do you want them to talk about?

David

- EXPERTISE/EXPERIENCE:
  - Immunologist
  - A go-to expert about cutting edge basic and translational research
  - CEO: leading an organization known for advancing unique, first-in-a-kind antigen-specific immunotherapeutic approaches

- QUALITIES/VALUES
  - Ethical and forward thinking
  - Engaging and accessible communicator, great to collaborate with
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What do you want to be known for?

David Usharauli • 3rd
Co-Founder and Director, Tregeutix Inc.
Orlando, Florida

Experience

Co-Founder and Director
Tregeutix Inc.
May 2017 – Present • 1 yr 9 mos
United States

Tregeutix (pronounced ti-re-geo-tiks or tre-geo-tiks) is advancing unique, first-in-kind antigen-specific immunotherapeutic approaches by addressing how microbiota derived antigen cross-reactivity maintains full and complete repertoire of Foxp3+ regulatory T cells (Tregs) essential for health.

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Dendritic cells and the immunity/tolerance decision
D Usharauli • Medical hypotheses, 2005 - Elsevier
The role of dendritic cells in initiating the immune response has been well established. Recent studies point to an important role for DCs in the induction of peripheral tolerance as well. It was proposed that the role of DC in the immunity/tolerance decision could be...

Why do Quails cross the road so slowly?
May 16, 2015 • 1 min
Back in 2008, when I was still a young aspiring postdoc with the hope of becoming an independent principal investigator, I decided to attend a science conference on basic immunology. As it happened, this conference was held in Arizona during summer time.
Brainstorm a vision of your professional brand

What do you want to be known for?

Amy Tabb

I am a researcher working at the intersection of computer vision, robotics, agricultural automation, and plant phenotyping.

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Tips and Tricks
Currently v1.0
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My husband took this image in front of one of my flower gardens. From left to right: Helianthus salicifolius (Willowleaf Sunflower), Lagerstroemia (Crepe Myrtle), Monarda (Bee Balm), and Helianthus giganteus (Giant Pale Yellow Sunflower) cultivar 'Scheila's Sunshine', or Helianthus angustifolius (Swamp Sunflower) cultivar 'Matanzas Creek', or some offspring of those two sunflower cultivars. I will not identify the weed!

News
- February 2020: I gave a talk at the International Fruit Tree Association 2020 Annual Meeting.
Brainstorm a vision of your professional brand

What do you want to be known for?

How to demonstrate qualities/values?

Grad. student/ECR PSA: please, please, please get a Google Scholar profile. If I'm trying to find your work, a GS profile makes it faster and easier for me. Faster/easier -> citing you is faster/easier. I don't care if you have an h-index of 0. #phdchat 1/3

1:55 PM - 22 Jan 2019

6 Retweets 10 Likes

Amy Tabb, PhD @amy_tabb

I could always look up a senior person on the paper, but generally I remember YOU. The senior peeps sometimes have lots of papers a year, time spent digging is lost. If you have one paper, you should have a profile. My thoughts.

2/3
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Amy T.

- EXPERTISE/EXPERIENCE
  - Research scientist/engineer expertise: computer vision and robotics problems in agriculture.
  - Tree Fruit!
- QUALITIES/VALUES
  - Advocate of colleagues and peers

bit.ly/GSICEbrand2020
Take 6 minutes and chat about two things:

1. What did you write?

2. What is it about this message that feels important or right to you? How does it distinguish you?
Strategize where to share your message: platform/place
ResearchGate, LinkedIn, Facebook, Twitter and Academia.edu were the top five sites visited by scientists and engineers participating in a separate 2014 survey (https://go.nature.com/2Dk1L6v).

Among these, Twitter has emerged as a key outlet. The brevity of ‘tweets’, and the capacity to include images and videos, means that scientists can go through a lot of information at a glance, with the option to dig deeper if they wish.

Published: 27 November 2018
Social media for scientists
Strategize where to share your message: platform/place

Not sure what to write?

Google people you admire, in your field, or articles to get ideas…

The top 50 science stars of Twitter

By Jia You | Sep. 17, 2014, 8:00 AM
Where Will You Communicate Your Brand?

Social Media
- LinkedIn
- UCSFConnect
- Doximity
- Twitter
- Reddit
- Instagram
- Google Scholar
- Blog (wordpress, medium)
- Your lab’s page

Productivity
- Publications
- Grants

Face to Face
- Conferences
- Networking with mentors, colleagues, faculty
- Professional Service

Take 6 minutes and brainstorm! Look at what you wrote on padlet.

1. What one platform will you consider joining or refreshing?
2. Look at your message - What will you add or change?
Strategize where to share your message: platform/place


Evaluation: What does it look like when it works?

1. **Social media**: People follow you and engage on your topic

2. **Productivity**: People start to cite you, link/follow you or reach out for conversations or collaborations

3. **Face time**: you’re invited to speak, people want to talk to you, people tag you or are talking about you when they talk about your area of (developing) expertise

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Strategize where to share your message: platform/place
Taking Care of Your Brand

The internet is ALIVE... the point is you want to make sure that there’s nothing out there that doesn’t support your brand message.

Edit and clean up old profiles and sites to make sure that your message is up to date, consistent and relevant.
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Intentionally
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Create a vision of a professional brand:

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