

The brand in you:

Shaping a powerful professional identity to inspire and lead

Carlii Lyon
Director, CLPR

FAQQ
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THE BRAND IN YOU





What is a
PERSONAL BRAND?



A personal brand is the way an individual **intentionally** presents and packages **who they are** and **what they do** for a **purpose**.

CARLII LYON

Three bricklayers are asked: "What are you doing?"

The first says, "I am laying bricks."

The second says, "I am building a church."

And the **third** says, "I am building the house of God."

The first **bricklayer** has a job.

The second has a career.

The **third** has a calling.

**What is your bigger
picture purpose?**

What are the benefits of having a well established
PERSONAL BRAND?

What are the **3 thoughts**?

WHO AM I TO SPEAK?

**There are people less qualified
than you doing the things you want
to do simply because they decide
to believe in themselves.**

Period.

I am not saying anything new so

WHY WOULD ANYONE CARE?



There is no such thing as a new idea. It is impossible. We simply take a lot of old ideas and put them into a sort of mental kaleidoscope. We give them a turn and they make **new and curious combinations**. We keep on turning and making new combinations indefinitely; but they are the same old pieces of coloured glass that have been in use through all the ages.

MARK TWAIN

Everyone will think I have a

BIG EGO



How to be the B.O.S.S. of your brand

BE YOUR FUTURE SELF

OWN YOUR STORY

SERVE AN AUDIENCE

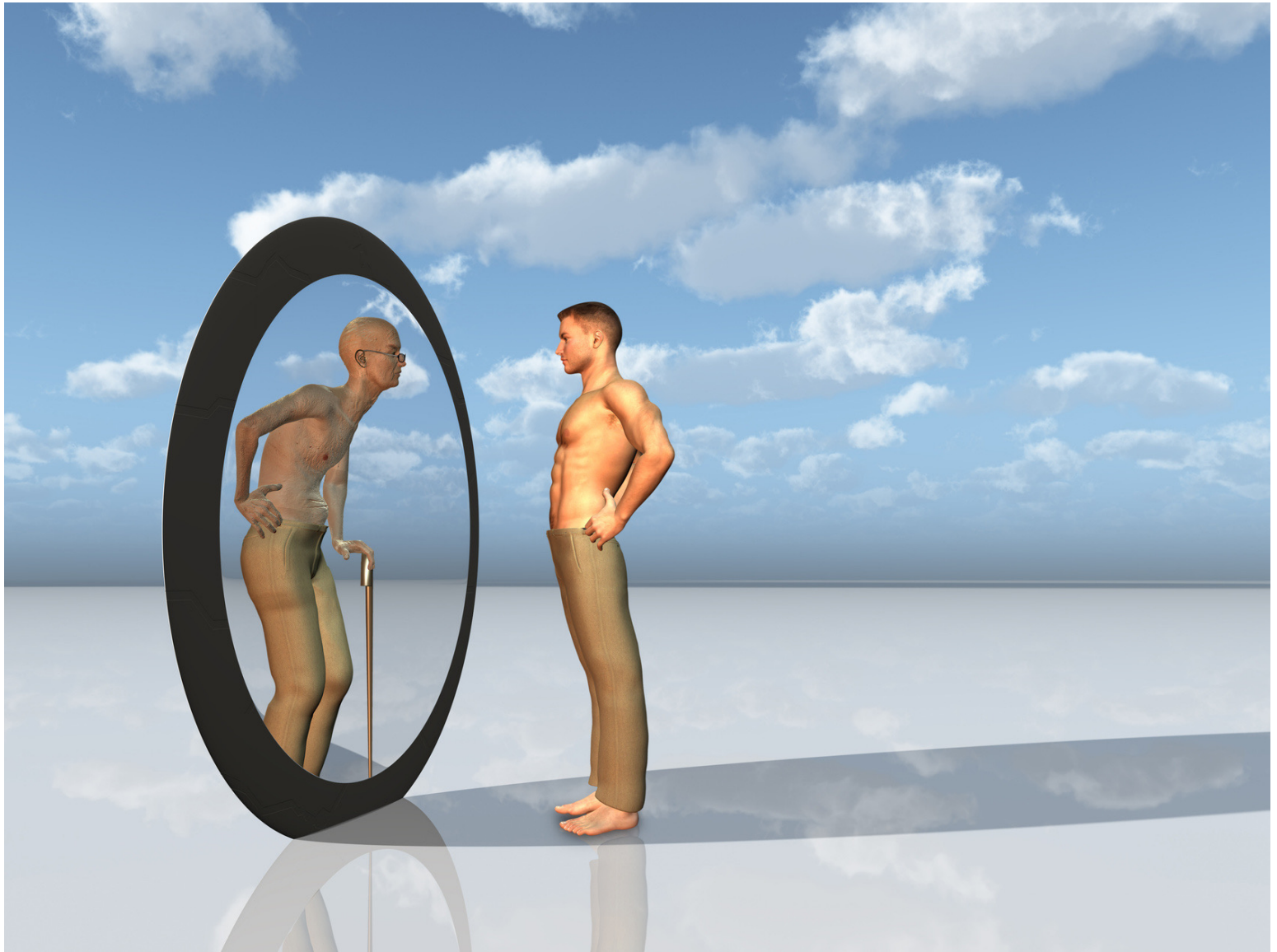
SEEK A PLATFORM

BE YOUR FUTURE SELF

**Remain authentic to
your intention and
impact**

“The analogy of the future self as another person may seem like a strange one, but it is rather powerful when it comes to understanding long-term decision making.”

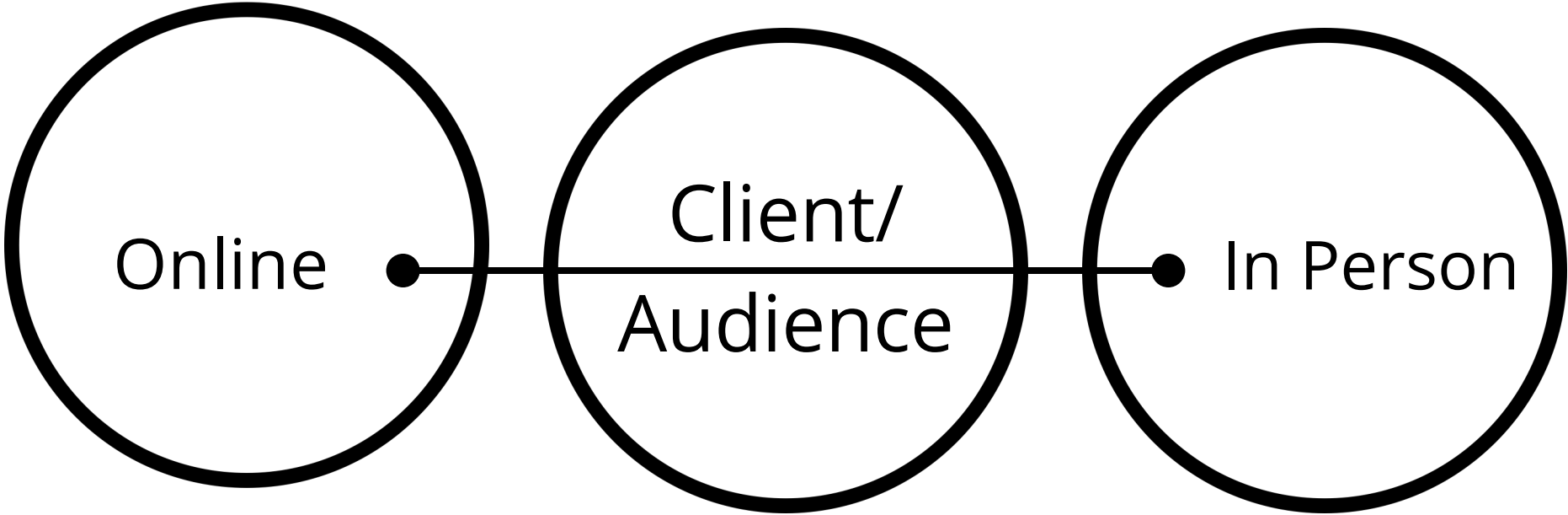
DR. HAL HERSHFIELD



OWN YOUR STORY

WHAT IS YOUR **STORY?**

- What do you stand for as an individual/professional?
- What do you want potential clients/audience to know about you?
- Why do you do what you do for your clients/audience?
- What are the pivotal moments that have shaped your career?



PROFILE PHOTO

Your profile shot is the first thing people will look at. Invest your time and money to ensure it is showing you at your best.

TIPS

- Current (not 10 years old!)
- Clear (not grainy)
- Professional (not corporate)
- Personalised (not generic)
- Make your background stand out



PROFESSIONAL BIO

Your professional bio is your opportunity to take control of your narrative and establish credibility. Focus on WHAT you do, WHY you do it and HOW you do it.

TIPS

- Start with a clear striking statement that sums up 'what' you do and 'why'
- If written in the first person, write it out and then read it out loud
- Write it in the 3rd person to help you shape your narrative more objectively
- Tell it like a story and ensure you harness the flow of influence
- Make sure it reflects the tone and energy of your personal brand
- Avoid business speak or corporate jargon



Demian Coorey

Futurist Speaker, Innovation Thinking Coach at Totally Clear

About

Speaker, author, researcher into the Future of Thinking.
SingularityU Australia Advisory board member

I'm an award winning physicist, former chief analyst for Citibank Australia, and the only vegetarian ever to be head of product development at Barbeques Galore.

From my earliest adult years I have learned to transition from analytical, left brain to creative right brain thinking, and back again, at will.

From earning a Masters in Finance, to owning a video and animation studio
From heading a rigid Australian Standards Committee, to winning an NSW Arts Council Award for Acting
From getting lost in my library of over 3,000 books, to being one of the last people allowed to climb the iconic Three Sisters west of Sydney

In my Future of Thinking workshops, I have watched people at literally every level of the organisation, from Chief Executives, through accountants, to the receptionist, wake up the right creative side of their brain that in their words, has been asleep since early childhood.

My whole life has been about the Future of Thinking, and I want to make it yours as well

SERVE AN AUDIENCE

**An audience of one can have
the power to change your life.
Show up intentionally
wherever you go.**

WHO IS YOUR AUDIENCE?

- What problem are you solving for your clients/audience?
- How can you add value to your clients/audience ?
- Who do you want to connect with and why?

**“If you wouldn’t follow
yourself, why would
anyone else”**

John. C. Maxwell



SEEK A PLATFORM

WHAT IS YOUR PLATFORM?

- Where is your client/audience spending time, what are they reading, what are they listening to and how can you be seen and heard on those platforms?
- **What opportunities are you seeking, asking and pitching for?**

BE YOUR FUTURE SELF

OWN YOUR STORY

SERVE AN AUDIENCE

SEEK A PLATFORM

**You are not accidental.
The world needs you.
Without you, something will
be missing in existence and
nobody can replace it.**

www.carliilyon.com.au

Q&A

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Meet the speaker zone



**Thank you for
attending this
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