



# Navigating Your Personal and Professional Brands in these Extraordinary Times

Presented by:

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We are in the midst of change. What does it mean for your brand?



## TODAY'S OBJECTIVE



### Take-aways

- *Why Why*
- Be Intentional
- Active Stewardship

# BRAND TRUTHS

Your personal and professional brands are not separate

Your brand does not exist in a bubble

Your brand is being managed whether you do it or not

People's perceptions are your reality

Everything is public

You can't control the actions of others, only your response



“Your brand is what people say  
about you when you are not  
in the room.”

Jeff Bezos, founder and CEO, Amazon



## TIPS TO NAVIGATE YOUR BRAND



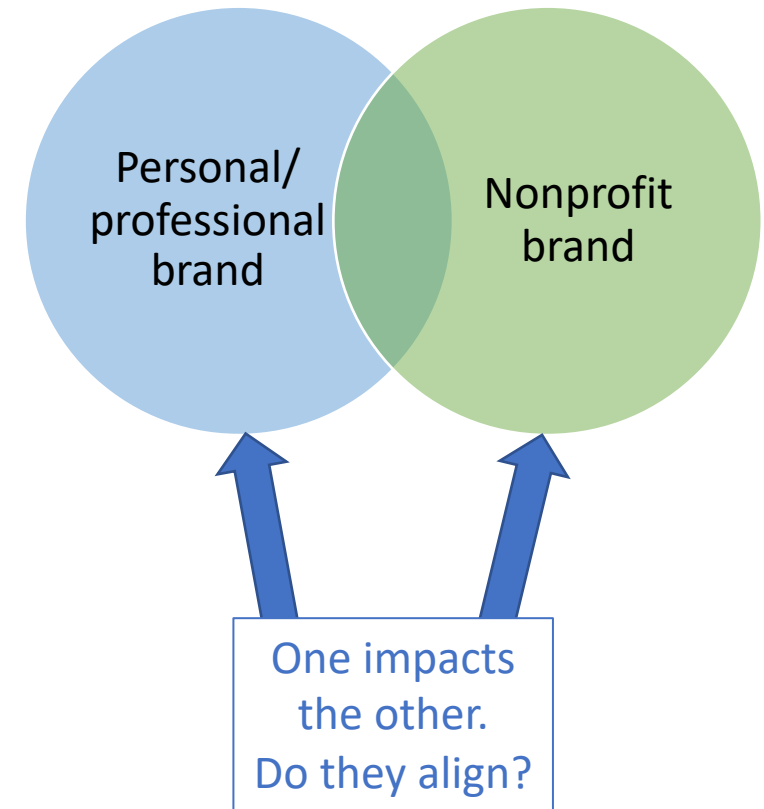
### Areas of Impact

- **Why *Why*** – Know your brand
- **Be Intentional** – Make thoughtful decisions
- **Active Stewardship** – Manage your brand every day

# KNOW YOUR BRAND

- Clearly define your purpose
- Determine your objectives
- Be consistent and authentic
- Be mindful of the world around you

Your brand must mean something to you before it can mean anything to anyone else.





“People don’t buy what you do,  
they buy *why* you do it ...  
and do business with [those who]  
believe what they believe.”

Simon Sinek, *Start with Why*



# KNOW YOUR BRAND



## Our Mission Statement

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

## General Brian Peddle and Commissioner Rosalie Peddle



The General has a strong sense of calling as a Salvation Army officer, fueled by his conviction that God continues to use The Salvation Army to impact the world. The General and Commissioner Peddle are convinced of their responsibility to preach the gospel, encourage the saints and serve those in need.

# MAKE THOUGHTFUL DECISIONS

- What are we trying to achieve?
- Does it align with my brand?
- Does it further our mission?
- What are the potential consequences?
- Does my organization stand up to scrutiny?

Be mindful and support your mission.



MAKE THOUGHTFUL DECISIONS

Never react.

**BTR**

BREATHE | THINK | RESPOND



# MAKE THOUGHTFUL DECISIONS



Social responsibility campaign to address  
“negative behavior among men”

## FACTS

- 9 women out of 30 top execs
- 2x men as women on the Board
- Gender-biased pricing and marketing

## IMPACT

- Among most disliked videos on YouTube
- Boycotts of Gillette and Proctor & Gamble
- \$8 billion non-cash write-down in late 2019

# MAKE THOUGHTFUL DECISIONS

#challengeaccepted

#womensupportingwomen

#blackandwhitechallenge

I see many of my non-Turkish friends sharing black and white photos of themselves as a "challenge" but not knowing the reason or origin of the challenge. So here is my attempt to educate the little following I have. Please share this information if you want to support this movement so the message does not get lost in translation and so that the challenge won't lose its meaning.

[View More on Instagram](#)



9,605 likes

alyteich

UPDATE: There is now a report by @taylorlorenz @nytimes that Turkey was not the origin of the challenge. However, there are ties to this challenge and Turkey (whether this particular challenge started there or not), and what's happening there is real and horrific. I stand by the fact that it's nothing but a win that this is on our radars now.

There has been a lot of pushback on the #challengeaccepted #womensupportingwomen challenge, and I want to help you understand why. I am also creating a new challenge that I hope you'll take part in. I want to thank @beelzebboobz for offering this slider to repost and help spread awareness to a most important cause and the femicide happening in Turkey.



[View More on Instagram](#)



32,684 likes

deniserichards

Thank you my beautiful friend @nataliepsychic #challengeaccepted I am so grateful to be surrounded by incredibly strong, inspiring women. I nominate my older daughters Sami & Lola, a few years away from being adults but our youth follows us & learn from us and I couldn't be more proud. ❤️ #womensupportingwomen

[view all 533 comments](#)



[View More on Instagram](#)



221,209 likes

jennifer.garner

Thank you for the ❤️, @rachelzoe @ampurdygurl @jenniferlovehewitt @mollysims. I'm sending love back to you and heaps to all women looking after their sisters. That's how it's done, ladies ❤️❤️❤️. #challengeaccepted #womensupportingwomen

[view all 1,124 comments](#)



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110,499 likes

elizabethhurley1

It's the season of silly challenges, but this is a sweet one. Challenge accepted @haseenajethmalani @gazmoudeh @lipstickkelly ❤️ #womenonly

[view all 1,703 comments](#)

# ACTIVELY MANAGE YOUR BRAND

- Deploy your strategy and timeline
- Consider every touchpoint with your audiences
- Direct your Board; engage employees
- Do something every day

Words and actions impact reputation.





# ACTIVELY MANAGE YOUR BRAND



Cuyahoga County  
Public Library

## AS YOUR NEEDS CHANGE, WE CHANGE

All Cuyahoga County Public Library branches are now open to the public from 9:00 a.m. to 9:00 p.m. Monday through Thursday, and 9:00 a.m. to 5:30 p.m. Friday and Saturday. Drive-through and curbside service is also available.

Visit our [FAQs](#) page to learn more about the precautions we are taking to ensure the safety of our customers and staff.

[LEARN MORE](#)

Follow us on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#) for virtual events, video content and more.

## WHAT WORKED

- Regular communication; relevant tone and message for the situation
- Service accommodations during closure
- Ramped up digital content, at-home ideas, alternative platforms, book/movie recommendations
- Transparent, phased reopening
- Thoughtful safety protocols

## ONE MORE THING ...

It is about progress, not perfection.

No right or wrong answers.

Never be black and white.

Remember the brand truths. Be clear. Be consistent. Be inclusive.

Act with intention.

Above all, know your brand and be true to it.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Maya Angelou





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Thanks for listening.

Please share any questions via chat



## ADDITIONAL RESOURCES

- Start with Why – Simon Sinek [TED Talk](#), [book](#), [website](#)
- Know Your Why – Michael Jr. [video](#)
- Social Media Practices – [Nonprofit Risk Management Center](#), [BoardEffect](#),
- Social Media Protocols – [SHRM](#), [WSJ article](#)
- Brand and Marketing Resources – [Hubspot](#), [Brand Strategy Insider](#)