

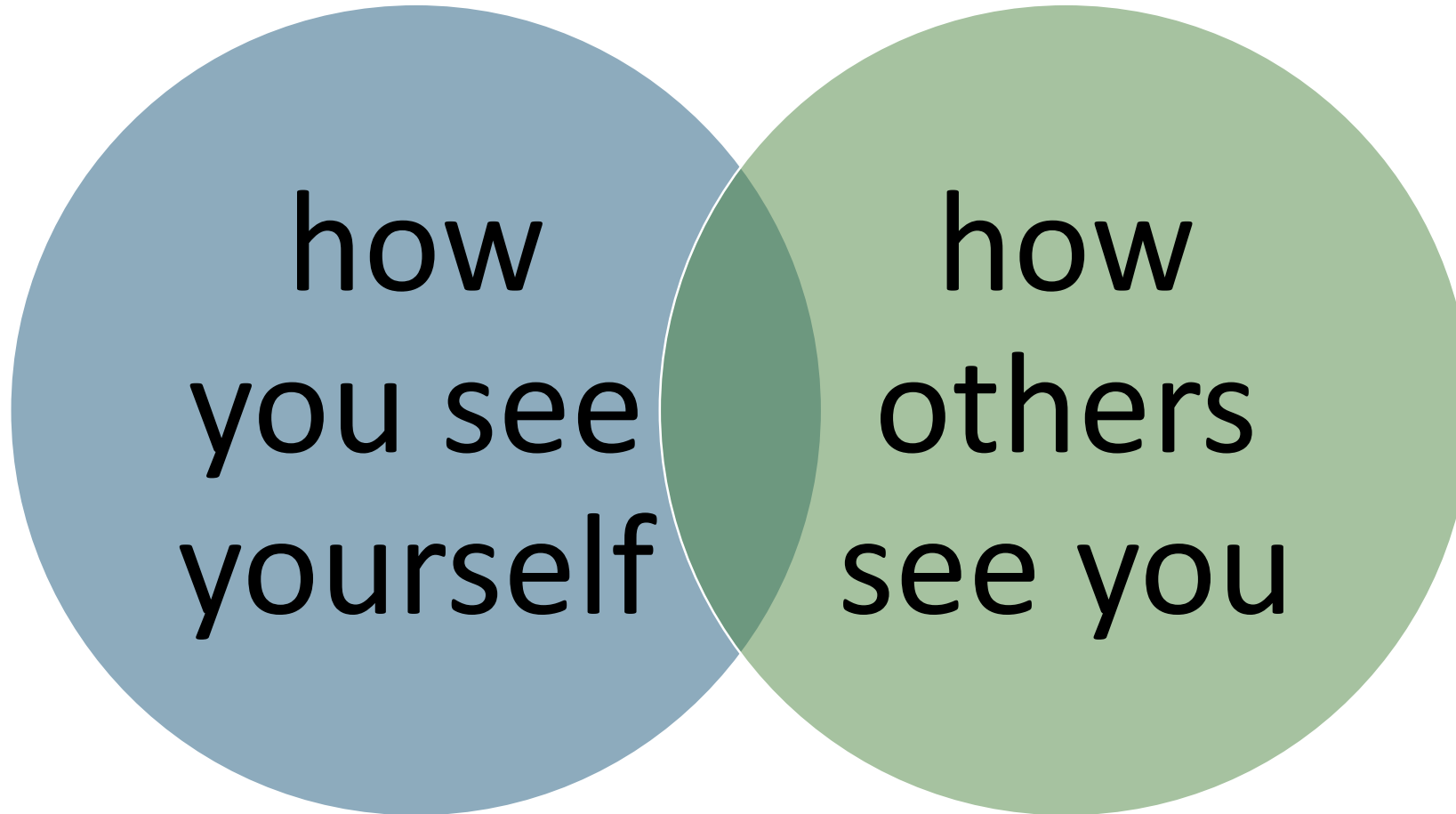
Perceptions of leadership

# What leader has the most positive influence in your daily life?

Take a few moments to think about this question if you need to. Once you have someone in mind, please list his or her initials.

List three words that best describe what this person contributes to your life.

# Branding



Some statements on  
personal (a.k.a  
professional) branding

<https://www.youtube.com/watch?v=CTFQy03A7c8>



“Your vision of where or who you want to be is the greatest asset you have.”

-Paul Arden

# What is your professional brand about?



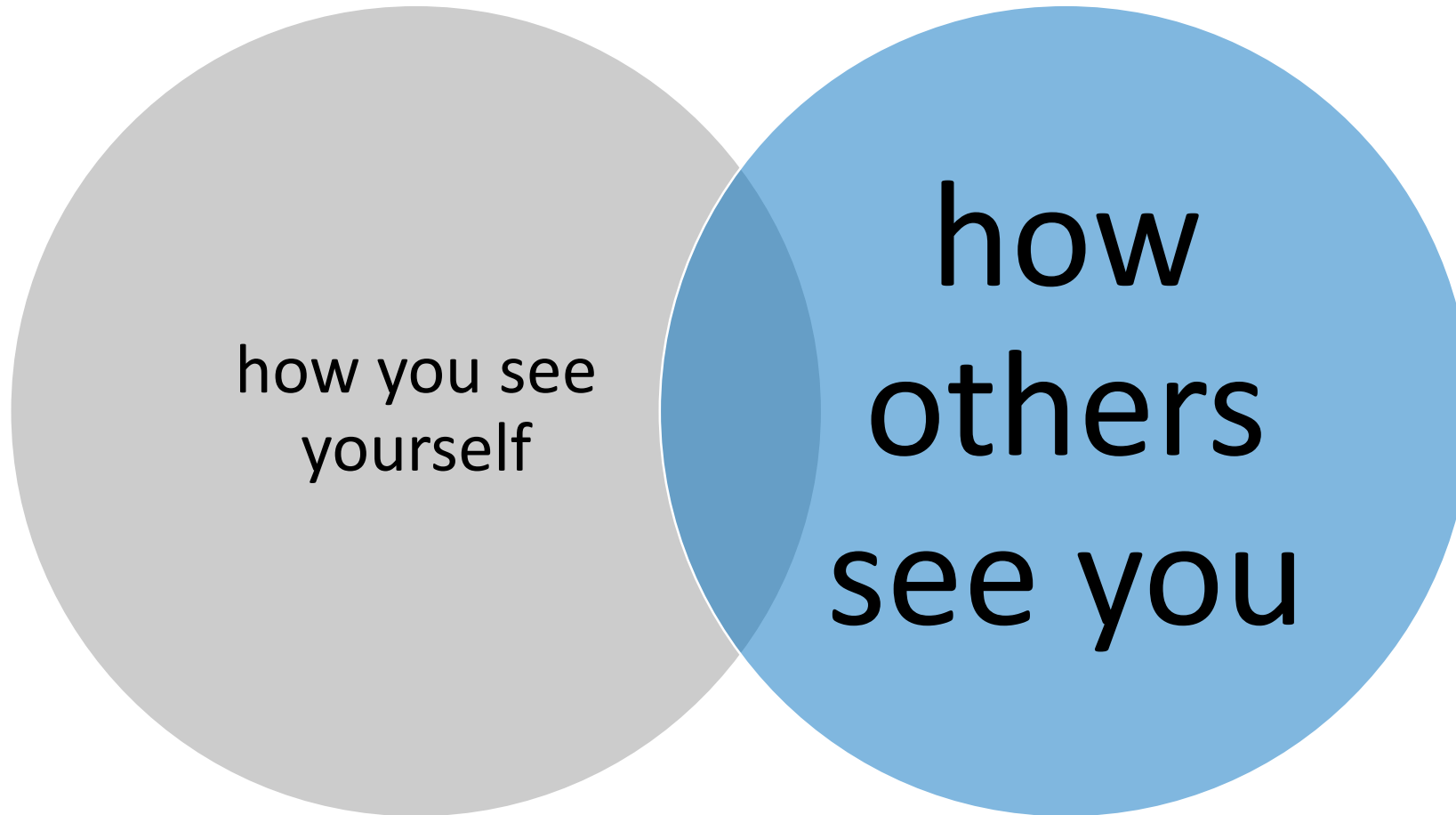
# Components of your brand





Can you tell a strong (and truthful) story about where you came from and what has influenced you to do the work you now do?

The other half (or two-thirds?) of the picture



# Perception vs. reality



"How would I describe myself? **Three words:** hard working, alpha male, jackhammer, merciless, insatiable."

Learn to listen critically.

The best advice Dr. Maya Angelou has ever given—and received.

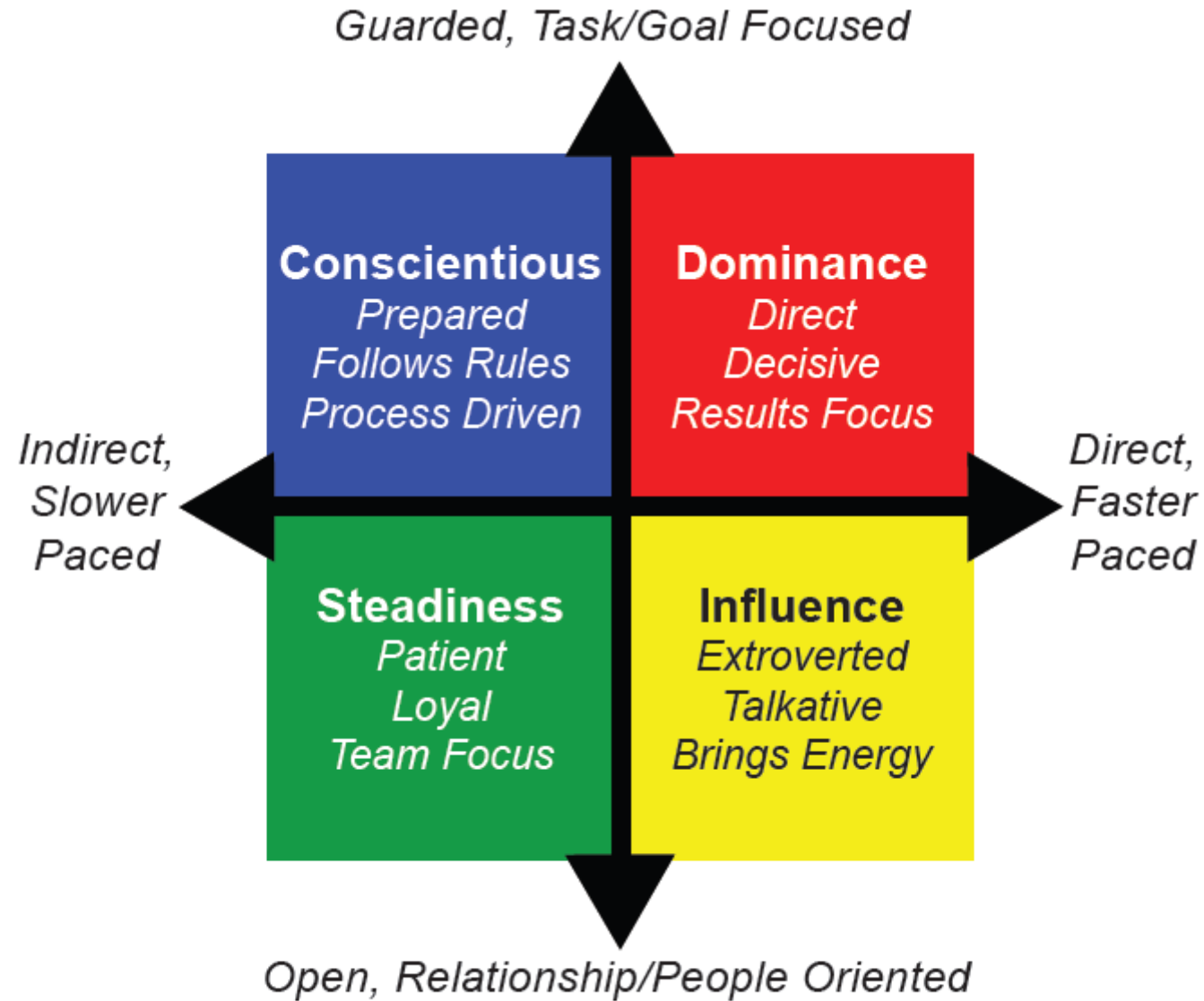
<https://www.youtube.com/watch?v=aHvTWvKIPHo>



“Smiling doesn’t win you gold medals.”

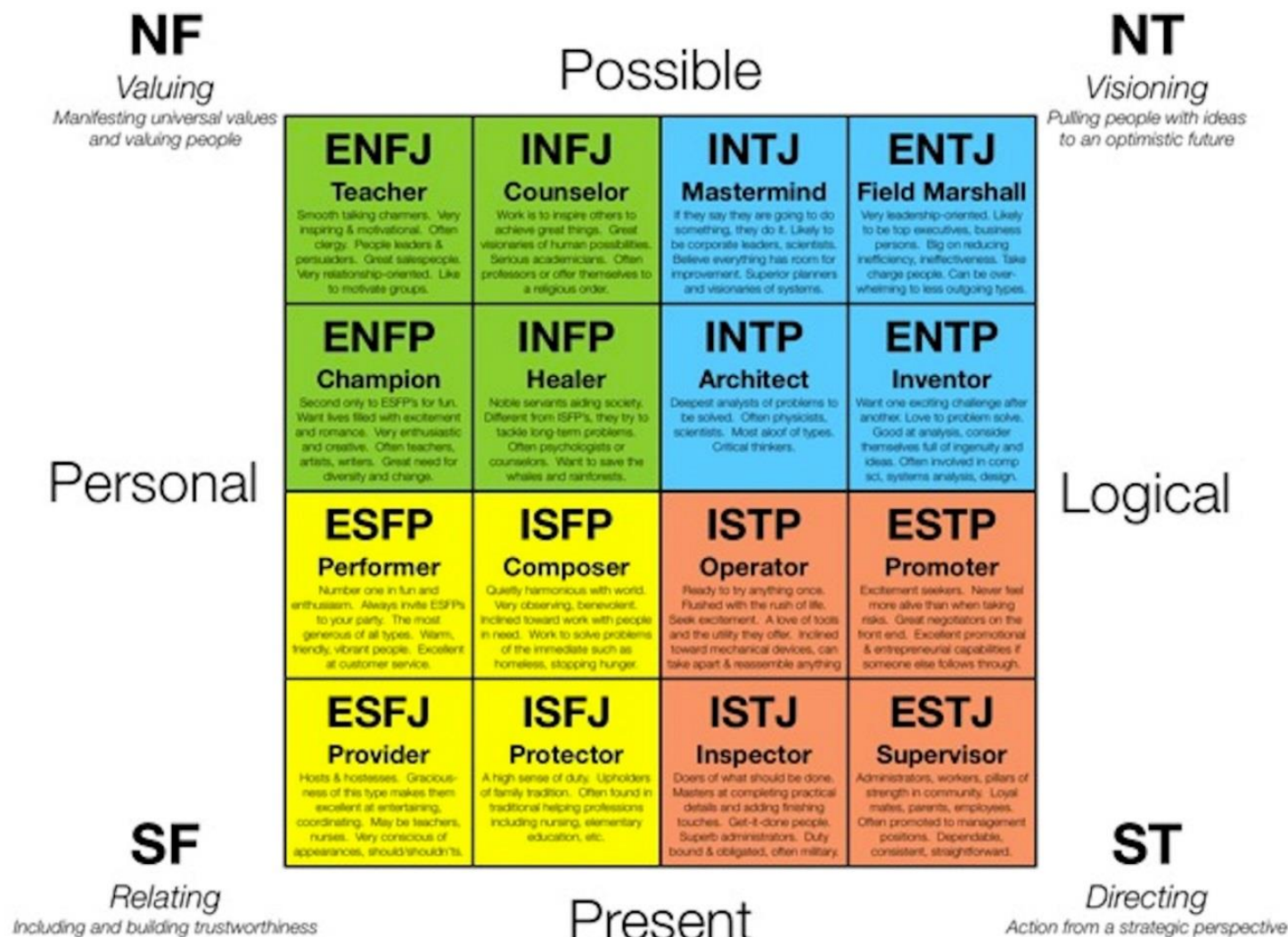


# DiSC





# MBTI





# How does branding work for government and public sector agencies?



“At the core of every brand is a  
**pledge to those you serve** – a promise  
to consistently do or offer  
something...”

-Colorado State University

# The City of Madison's vision statement

The vision for the City of Madison is to be a safe and healthy place to live, work, learn and play. Madison will be a place where:

- Diversity is valued.
- Freedom of expression is encouraged and protected.
- Everyone has the opportunity to realize their full potential.
- The beauty of the urban environment and natural environment is preserved.

# Branding techniques for public agencies

- Proactive (not reactive) communication
- Learning about the people we serve
- Earning trust by *doing what we say we'll do*.
- Equip and empower employees to be “brand ambassadors”