

To get today's resource slides

Text me your email address: (510) 542-9449



Latinnovating AND Graciela Tiscareno-Sato



@GraceTiscareno



Graciela Tiscareno-Sato

Email: grace@gracefullyglobal.com

You, the Brand

(a.k.a Your Brand is Always On)



Graciela Tiscareño-Sato
Chief Creative Officer Gracefully
Global Group, LLC
*Publisher and marketer of Latino
innovation and
leadership stories*
grace@gracefullyglobal.com

Baseline



- Stand
- Turn to the person to your right
- Introduce yourself in 2 sentences please
- 3 minutes – GO!

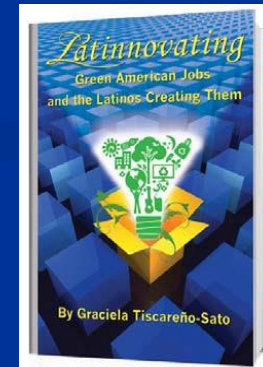
Colorado, Berkeley, Air Force....



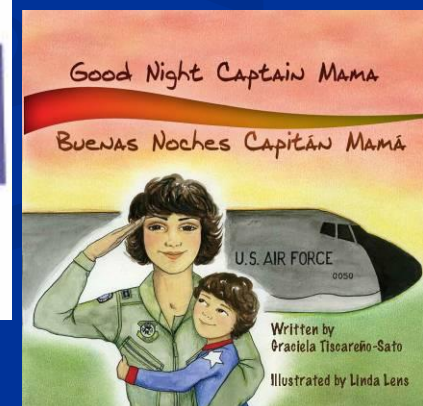
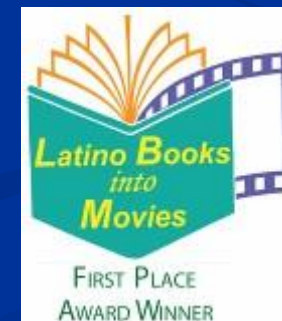
Global Marketing Manager,
Social entrepreneur, Publisher,
Award-Winning Author, Speaker

BLOGGER

HUFFPOST GREEN
HUFFPOST LATINOVOICES



Premiere publisher and marketer of
innovation/leadership books for
Preschool to B school that showcase
contributions from Latino community.



Overview



- Learn what personal branding is
- See examples of great personal branding
- Identify your target audience (s)
- Choose memorable, compelling words for your personal brand
- Learn what NOT to do (“**People hire people they LIKE.**”)
- Learn to tailor for specific opportunities
- Action you can take TOMORROW
- Expand YOUR network through mine

Q: What is a Brand?



■ 4 Ps of Marketing

- *Product, Placement, Pricing, Positioning*

■ Brand = positioning yourself in my mind

- My mind already knows things
- Not all minds need to know the same about you
- Can be words, images, logo

**Military Veteran, Chief Creative Officer, Multicultural
Publishing and Marketing Professional**

Corporate vs. Personal Branding



Marketing Principle	Corporate	Personal
Product	Various, subject to product life cycle, ever-evolving, innovation	You! Can be laser-focused in one area of expertise, or multi-faceted areas of expertise.
Price	Tied to perceived value, subject to competitive pressures, discounts, can lower price for one product and others “subsidize”	Depends on power of brand, you’ve only got one. Do it right, your price can go up as you become more valuable..
Position (in minds of target audience)	Spend tons of survey \$ to measure brand awareness within target audiences (CIO, moms, etc)	Usually not known; inaccurate. Must take specific steps to learn what it is. LinkedIn recommendations help. You must be LIKED first. Media reports already influencing your audience.
Promotion	Ideally detailed in product marketing plan and tied to strategic objectives. Subject to marketing budgets, staff creativity, whims of executives.	Do mini-marketing plan w/objectives, detail tactics like: <ul style="list-style-type: none"> •Your social networking profiles •Your blog •Your website, etc

We LIVE our brand



- You have a brand today.
- Do you know it? Like it?
- Decide future brand. (career change)
- Choose wisely.
- Check consistently.

“People hire people they LIKE.”

Evolution of Advice....



- “It’s not what you know, it’s who you know.”
- “It’s not what you know, it’s who knows you.”

Really?

Good Definition, Right Order



Looking for SustainableLifeMedia.com?

RSS feed Login Not a member? Join

SB SUSTAINABLE BRANDS
The Bridge to Better Brands

Search

About us Events News & Views Research Membership Community Newsletters Learning Solution Providers

About us Meet Our Team Careers Get Connected Contact

NOW TRENDING: Kraft Foods Institutes Lifecycle Assessments

(brand)
First who you are, what you do, and how you do it, *then* how you talk about it.

brand
(noun)

Home » About us

Replenish the World Through Better Brands

Subscribe to our newsletters GO LEARN MORE ARCHIVE

THANKS FOR THE SUPPORT FROM OUR SOLUTION PROVIDER MEMBERS

Let's talk about you, the brand



“It’s not just who knows you—it’s WHAT
they know (and say) about you.”

*At networking event, when your name comes up,
what are they saying? Do you know?*

“People hire people they LIKE.”

You May Already Have a Personal Brand



- Do you know what it is?
- Did you create it or is it happening to you?
- Do you like it?
- How do you modify/improve it?
- Is it AUTHENTIC?
- Does it inform us about your best?
- *Does it differentiate you or do you sound the same as everyone else at the cocktail party?*

“People hire people they LIKE.”

What's Your Personal Brand per Google? First knowledge of you?



[Es Tiempo.com - Executive Coaching: Coach's Profile](#)

Frank Carbajal is Founder and President of EsTiempo, Author of Building the Latino Future, and is a member of the Silicon Valley Coaching Federation. ...

www.estiempo.com/profile.html - [Cached](#) - [Similar](#)

[Amazon.com: Frank Carbajal: Books](#)

Building the Latino Future: Success Stories for the Next Generation by **Frank Carbajal** and Humberto Medina (Hardcover - Apr. 25, 2008) ...

www.amazon.com/s?...27%3AFrank%20Carbajal...Frank%20Carbajal... - [Cached](#) - [Similar](#)

[Frank Carbajal to give keynote at Hispanic-Net Banquet April 11th ...](#)

Hispanic-Net is honored to have **Frank Carbajal** give the keynote speech at its upcoming Banquet on April 11th. **Frank Carbajal**, Author, Building the Latino ...

hispanicnet.typepad.com/.../frank-carbajal-to-give-keynote-at-hispanicnet-banquet-april-11th.html - [Cached](#) - [Similar](#)

[Image results for Frank Carbajal](#) - [Report images](#)



[Keynote Speakers: Frank Carbajal](#)

With his direct experience in coaching, **Frank Carbajal** provides small business owners, CEOs, executives, managers and directors, with the framework and ...

www.kenblanchard.com/About_Ken.../Frank_Carbajal/ - [Cached](#) - [Similar](#)

Is Your Name Enough of a Brand?



"Juan Escobar" - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

<http://www.google.com/#hl=en&q=Juan+Escobar&aq=f&aqi=g4&aql=>

Most Visited Getting Started Latest Headlines Gracefully Global USGS Earthquake Haz...

My Account - PayPal Milagro Nozomi - DVD Sales Management "Juan Es

www.house.state.tx.us/members/first43/welcome.htm - [Cached](#) - [Similar](#)

Juan Escobar

View Juan Escobar's phone number and address. ... There are 578 people with the name "Juan Escobar" in the United States. ...

names.whitepages.com › Name Popularity - [Cached](#) - [Similar](#)

Juan Escobar | Facebook

Friends: Víctor Higueta C, Katherine Correa Sañudo, David Ochoa Garcia, Ana Maria

Juan Escobar is on Facebook. Join Facebook to connect with Juan Escobar and others you may know. Facebook gives people the power to share and makes the ...

www.facebook.com/people/Juan-Escobar/524905207 - [Cached](#) - [Similar](#)

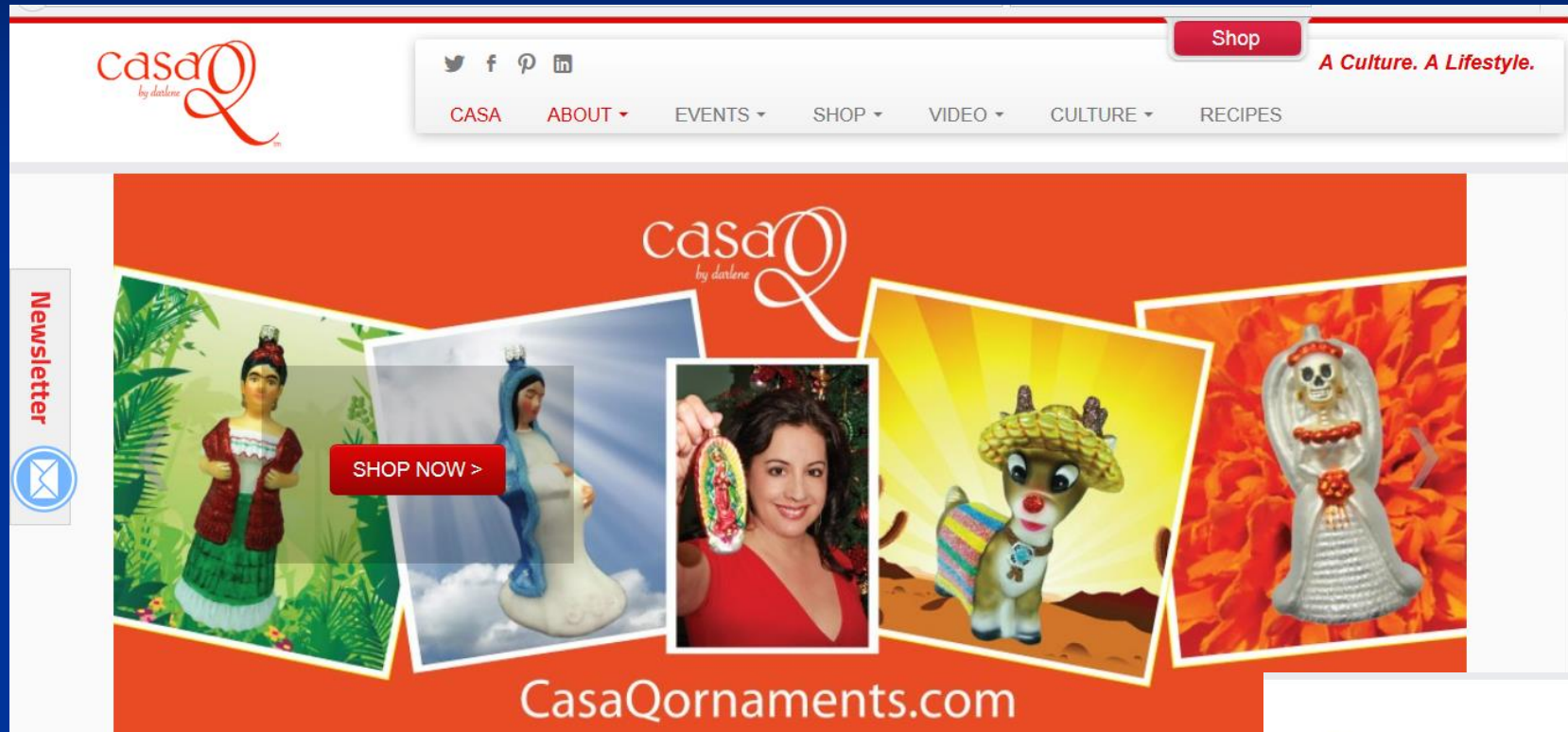
Image results for "Juan Escobar" Report images

Great Personal Branding



Marta, the lipstick lady –
she **DIFFERENTIATED**
herself

Great Personal & Corporate Branding




Darlene Tenes –
Designer, Marketer, Owner




- Latin Grammys
- Macy's



Branding TACTIC- Twitter



Positively Impacting the Lives of Hispanics









Tweets

- Following
- Followers
- Favorites
- Lists

Tweet to Charles Garcia

@charlespgarcia




View all photos and videos

Who to follow

- Patricia Perez @2Latina Follow
- Latino #SM Day @LatinoSMday Follow
- VPE Public Relations @VPEPR Follow

Trends

- Luis Suarez
- Ivanovic
- David Lee



Charles Garcia

@charlespgarcia

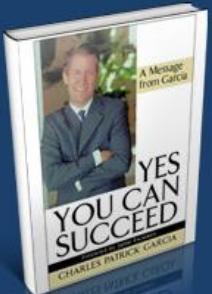
Committed to the Latino community. Write op-eds for CNN, FoxNews & Huffington Post. Passions: soccer, surfing, and my four kids.
huff.to/K3Pw7b
South Florida · <http://garciatrujillo.com>

5,912 TWEETS 341 FOLLOWING 887,826 FOLLOWERS


Following

Tweets

- Charles Garcia @charlespgarcia 32m
Gun control backers say Senate defeat won't stop them, but seem unsure about how to succeed: buff.ly/11kjEpx (@charlespgarcia)
View summary
- Charles Garcia @charlespgarcia 1h
How to Protect Your WordPress Blog Against Brute Force Attacks buff.ly/ZsnCKL (@charlespgarcia)
Expand
- Charles Garcia @charlespgarcia 3h
NY Times, Maureen Dowd: President Obama is not the man we thought he was buff.ly/11ryThH (@charlespgarcia)
View summary
- Charles Garcia @charlespgarcia 7h
David Remnick: The Brothers Tsarnaev
What we know about the Boston Bombers? buff.ly/15qJnBG (@charlespgarcia)
Expand



GarciaTrujillo.com
CharlesPGarcia.com



Branding TACTIC- Twitter



Premiere publishing and marketing firm for Latino innovation, leadership and entrepreneurship content (keynote speeches/books/DVDs)—when you want to motivate multicultural audiences into action.



www.gracefullyglobal.com

Tweets

Following

Followers

Favorites

Lists



View all photos and videos

Who to follow · Refresh · View all



Mamá Holística @MamaHolistica
Followed by NEW LATINA and oth...
[Follow](#)



The Associated Press @AP
Followed by T.S.Americanos and ...
[Follow](#)



Mejorando Mi Hogar @mejorami...
Followed by Giselle Achecar and ...
[Follow](#)

Trends · Change

Suarez

Ivanovic

David Lee

#LFC

#jakemillerfollowspree

Andre Miller

Gasol to Howard

#SLTchat

#ukgovchat

#CWYWF



1,625
TWEETS

636
FOLLOWING

478
FOLLOWERS



Tweets



Grace Tiscareno-Sato @GraceTiscareno now
@YWISEconference Support #MilitaryVets #MilitaryLit Book blog tour next week 4 upcoming "Good Night Captain Mamá" book ht.ly/jZpbK
[Expand](#)



Grace Tiscareno-Sato @GraceTiscareno 30s
@Military1Source Support #MilitaryVets #MilitaryLit? Book blog tour next week 4 upcoming "Good Night Captain Mamá" book ht.ly/jZpbK
[Expand](#)



Grace Tiscareno-Sato @GraceTiscareno 47s
@MilitaryTimes Support #MilitaryVets #MilitaryLit? Book blog tour next week 4 upcoming "Good Night Captain Mamá" book ht.ly/jZpbK
[Expand](#)



Grace Tiscareno-Sato @GraceTiscareno 1m
@Militarydotcom Support #MilitaryVets #MilitaryLit? Book blog tour next week 4 upcoming "Good Night Captain Mamá" book ht.ly/jZpbK
[Expand](#)



Grace Tiscareno-Sato @GraceTiscareno 1m
@MilitaryChannel Support #MilitaryVets #MilitaryLit? Book blog tour next week 4 upcoming "Good Night Captain Mamá" book ht.ly/jZpbK
[Expand](#)



2012 International Latino Book Awards

*1st Place, Best Business Book

*2nd Place, Best Nonfiction Young Adult Book

www.latininnovating.com

Books that celebrate
the contributions
of Latinos to the USA



www.captainmama.com
Available summer 2013

Branding TACTIC– AboutMe.com (for signature block)

[about.me](#)[Sign up to claim your name!](#)[Log In](#)

Graciela Tiscareño-Sato

Latina Military Veteran, Speaker/Author, Global Marketer, Publisher, Mommy

[Email Me](#)

Graciela Tiscareño-Sato is a bilingual sought-after speaker and Chief Creative Officer of [Gracefully Global Group LLC](#), the premiere publishing and marketing firm for Latino innovation, entrepreneurship and leadership case studies.

She's the bestselling author of *Latinnovating: Green American Jobs and the Latinos Creating Them*. This is the first volume (of a planned series) showcasing Latino-led innovation in the green economy. At the 2012 International Latino Book Awards, she picked up the following awards: 1st Place, Best Business Book, 1st Place, Best Nonfiction eBook, 2nd Place, Best Nonfiction Young Adult Book.

Graciela speaks often at universities, business schools, industry conferences, education conferences, middle school and high school career events. In 2012, she shared the stage with Secretary of Education Arne Duncan, as keynote speaker at the Green Schools National Conference.

Her ground-breaking book *Latinnovating* represents the convergence of Ms. Tiscareño-Sato's corporate sustainability experience, entrepreneurial drive and her desire to share compelling stories of innovation and leadership from the Latino community.

Previously, she led the global Green Enterprise Initiative at Munich-headquartered Siemens Communications. She's a graduate of the School of Environmental Design at Berkeley, a former military officer and aviator and an active mentor to Latino youth. She earned her graduate degree while on active duty with the U.S. Air Force flying onboard KC-135 refueling jets.

Graciela's thought leadership pieces have published in the U.S. and Europe including *Environmental Leader*, *Hispanic MBA*, *Enterprise Technology Management*, *Decisive Magazine* and others. She's been quoted in the *New York Times* and contributes to *Huffington Post* Green and Latino Voices sections.

LATINAS Magazine honored her as the "Entrepreneur of the Year" in Washington D.C. She is a key organizer of the annual Latino Leadership Summit held annually at Stanford.

In 2013, she will launch her 1st children's book (of planned series), *Good Night Captain Mama*. This is 1st bilingual children's picture book teaching young children why mommies wear military uniforms.



Additional Consideration



- What your audience *thinks* they know matters
- What do they know about university students?

“People hire people they LIKE.”

Reluctant to talk about yourself & accomplishments?



Why is that?

Let's take a moment...

Solution: Ask colleagues/peers



Key during your transition into professional life



SIEMENS

“People hire people they LIKE.”

LIST of Adjectives, Nouns

Tenacious	Collaborative	Knowledgeable
Tentative	Connector	Thought leader
Courageous	Instigator	Introvert
Creative	Ingenious	Extrovert
Submissive	Calm	Trustworthy
Outgoing	Go-to person	Energetic
Apprehensive	Leader	Team-focused
Thoughtful	Technical	Introspective
Diffuser	Anxious	Expressive
Reliable	Sarcastic	Nurturing
Listener	Tough	Persuasive
Scattered	Distractible	Healthy
Organized	Focused	Multitasker

Now you're ready for "Tell me about your strengths" Q



I did this as I transitioned out of military

- Takes a bit of guts
- The feedback is invaluable and forever
- Differentiate you in a job interview
- Used list as exhibit during interviews
- “My colleagues have described me as...”
- Helped me find right fit

“People hire people they LIKE.”

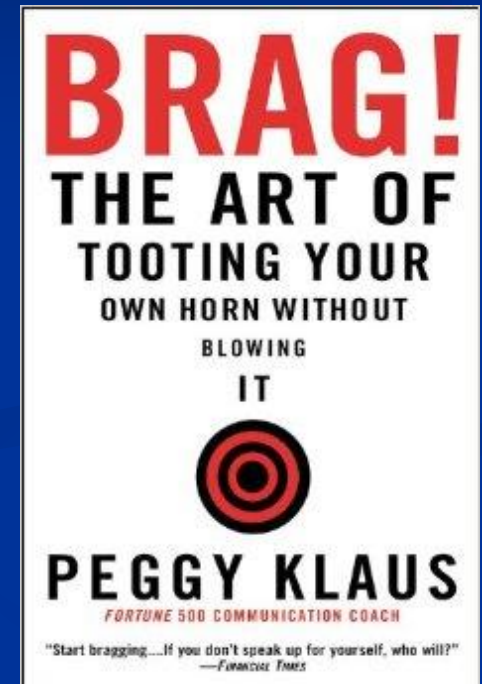
Thank you Peggy Klaus, Helped Me



- Brag bite: 2 sentences
- Bragologue: 30 sec and 2 minute versions

To stick (be MEMORABLE):

- Authentic
- Compelling
- Delivered in a story-like, conversational way



“People hire people they LIKE.”

Are You Boring or Memorable?



“Hi, I’m Jill and I’m a teacher.”

OR

Bragologue

“Hi, I’m Jill. I’m a physics professor. I just took on chairing the department and now I think I have to go back and get another degree in psychologyor maybe even parenting.”

“People hire people they LIKE.”

Are You Boring or Memorable?



“I’m Ed and I’m a biochemist.”

OR

Bragologue

“I’m Ed. I’m a biochemist. I’m the kid who got a chemistry set for Christmas at age six and never stopped playing with it. Now I do research for one of the world’s largest pharmaceutical companies.”

“People hire people they LIKE.”

Activity #1 Overview – Your Turn



15 minutes

3 INDEX CARDS EACH

Start your Brag Bites and Bragologue

To stick:

1. Authentic
2. Compelling
3. Delivered in a story-like conversational way
4. Should motivate listener to say, “Really? Tell me more!”

“People hire people they LIKE.”

Activity #1 – Step 1



7 minutes

Get your first index card and take one minute to answer each question.

What would you say and others say are 5 of your **personality pluses**?

What are the 3 **most interesting things** you have ever done or that have happened to you?

What **projects** are you working on right now that best showcase your skills and talents?

What **career success** are you most proud of having accomplished (current position? past job?)

In what ways are you making a difference in people lives?

“People hire people they LIKE.”

Activity #1 – Step 2



5 minutes

On 2nd card write your bragologue

Goal: Make it MEMORABLE – please!
humor/childhood. You want to be
remembered!

Sample

“Hi, I’m Jill. I’m a physics professor. I just took on chairing the department and now I think I have to go back and get another degree in psychologyor maybe even parenting.”

Activity #1 – Step 3



5 minutes

Turn to someone you did **NOT** talk to before and introduce yourself with your new bragologue. Listen to theirs. Give feedback. Will you remember each other?

If time: write a 2nd bragologue on 2nd card to highlight a different accomplishment.

“People hire people they LIKE.”

Quick thought on The HOW



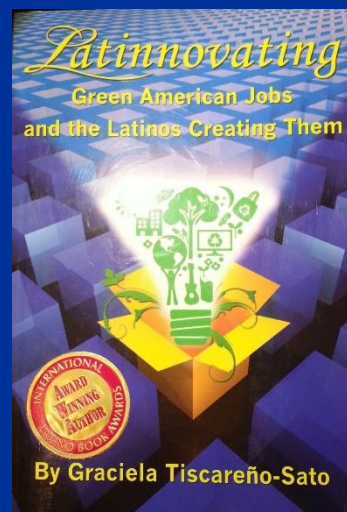
- For your brand: “just putting it out there” doesn’t mean it will be received; same as for resume
- Remember that social media is a TACTIC for your personal brand
- Don’t spread it until you’ve got it right and know your audience(s)
- Your RESUME initially communicates your brand –the ONE and ONLY purpose of your resume is to.....

“People hire people they LIKE.”

Your Personal Brand Leads To Success

In the last 3 years:

- *LATINA Style* “Entrepreneur of the Year” (nomination word-of-mouth)
- Launched *Latinnovating* book at annual SV Latino Leadership Summit @ Stanford U.niv
- Invited to keynote at National Conf w/Sec. of Education
- Hired by PV Solar innovator HQ'd in Israel
 - Why me? “Military + Speaking/Writing/Marketing + Bilingual/Bicultural”

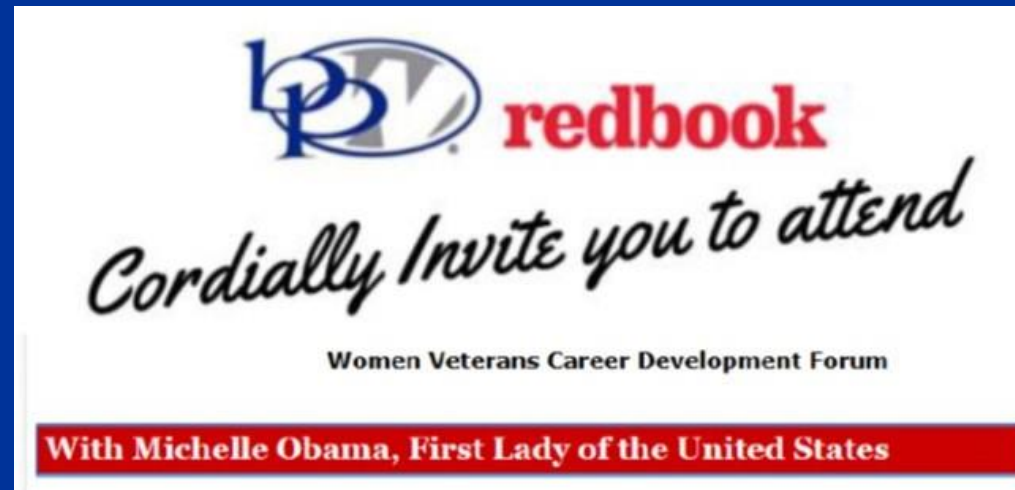


**SILICON VALLEY LATINO
LEADERSHIP SUMMIT**

Personal Branding is Paramount



- Honored by The White House as “Champion of Change, Woman Veteran Leader”
- Will be honored Monday in D.C. with The First Lady of the USA & Personal Branding panel for veterans!



Intentional, excellent personal branding helps you achieve your desired results. The opposite is also true.

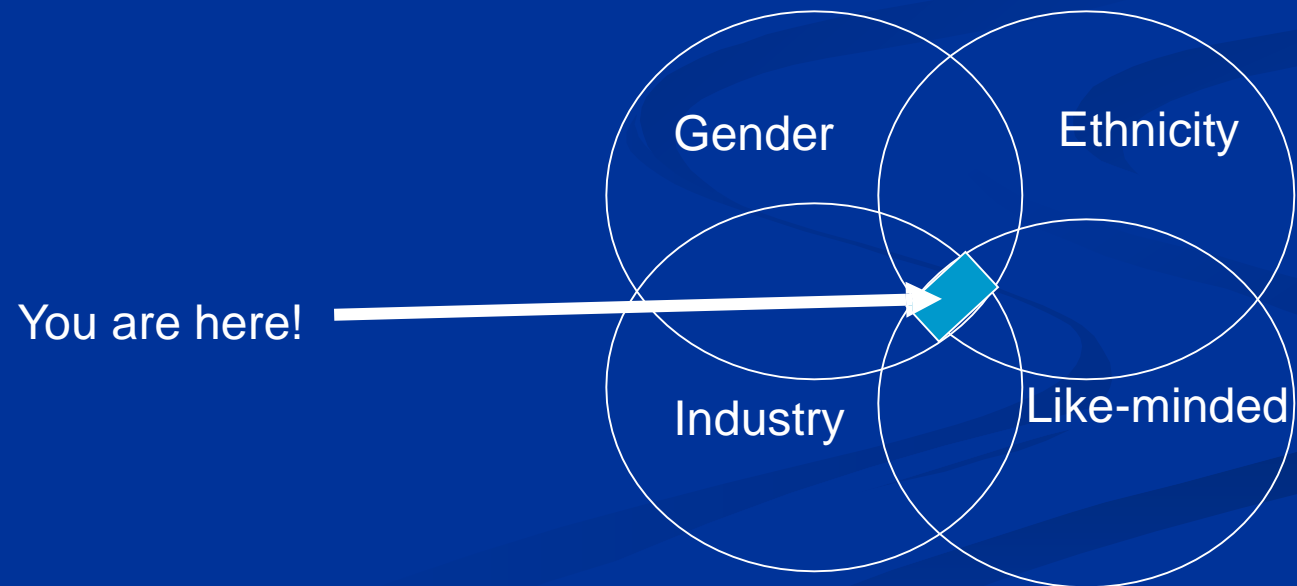
Recommended Reading to Develop Your Personal Brand



1. Harvard Business Review “**Reinventing Your Personal Brand**”
2. Book: “BRAG! The Art of Tooting Your Own Horn Without Blowing It” By Peggy Klaus
3. Book: “Win Without Competiting: Career Success the Right Fit Way” by Dr. Arlene Barro
4. Find Dr. Maria Hernandez on Facebook (great articles)

Networking tip

- Develop life-long principled networking habits
- Attend to give, not to need
- Nurture multiple types of networks



Action to take Tonight/Tomorrow



- Student with P/T job? Invite 2 colleagues to lunch. Ask: *if someone asked you to describe me, what would you say?* Take notes!
- Small biz owner? Email/call a customer. Ask customer to write a 3-sentence testimonial to answer: *why do you do business with me?*
- Working in corporate environment? Take a manager and a colleague or subordinate to lunch and ask: *if someone asked you to describe me, what would you say?*
- USE THIS INPUT to create your personal brand.

Summary



- Learn what personal branding is
- See examples of great personal branding
- Identify your target audience (s)
- Choose memorable, compelling words for your personal brand
- Learn what NOT to do (“**People hire people they LIKE.**”)
- Learn to tailor for specific opportunities
- Action you can take TOMORROW
- Expand YOUR network through mine, by.....

I'm in your network now; engage me!

Text your email address: (510) 967-3339



Latinnovating AND Graciela Tiscareno-Sato



@GraceTiscareno Graciela Tiscareno-Sato



Email: grace@latininnovating.com



Your Brand is Always On

It happened to me...



You're in a job interview, waiting for the hiring manager to enter the room... When she does, she asks just one question: write your UVP

Activity: Positioning statement with UVP



- YourNameHere is (what you want me to first think about you)
- that ...(something you do especially well)
- Unlike ...(who am I comparing you to when I think about you?)
- That ...(what do they do less well than you?)
- YourNameHere, with your UVP

EXAMPLE

Graciela is a keynote speaker, publisher and marketing guru that thrives on creating and showcasing compelling, targeted content in many formats.

Unlike other marketers and speakers that specialize in one industry, one country, (UVP) Graciela's years of diverse, global experiences bring unmatched multicultural savvy, creativity and professionalism to projects she leads.