



You Are a PRODUCT



Noun

- a type of product manufactured by a particular company under a particular name
- **a thing or person that is the result of an action or process**
- a particular **identity or image** regarded as an asset.
- a particular type or kind of something.
- an identifying mark burned on livestock or (esp. formerly) criminals or slaves with.
- **a habit, trait, or quality that causes someone public applause or shame/disgrace**

Verb

- mark (an animal, formerly a criminal or slave) with a branding iron
- **mark or print indelibly**
- describe (someone or something) as something bad or shameful
- **assign a name to**
- **the promotion of a particular product or company by means of advertising and distinctive design**

Why Should You Care?



“If you don’t control your brand, somebody else will.”

What is Brand Value?

A brand's value is merely the sum total of how much extra people will pay, or how often they choose, the expectations, memories, stories and relationships of one brand over the alternatives.

(Seth Godin (2009))

Personal Brand Vs. Personal Branding

A **Personal Brand** is a widely-recognized and largely uniform perception or impression of an individual based on their *experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.*

Personal Branding is the conscious and intentional effort to create and influence public perception *of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact.*

Elements of a Personal Brand

Value Proposition: What you stand for?

Differentiation: What makes you stand out?

Marketability: What makes you compelling?

Personal Branding

- ✓ Figure out who you are – your authentic self
- ✓ Determine what you want to be known for
- ✓ Define your audience
- ✓ Research your desired industry and follow the experts
- ✓ Seek mentors
- ✓ Ask for informational interviews
- ✓ Build meaningful relationships
- ✓ Invite feedback/recommendations
- ✓ Grow your presence
- ✓ *Remember that your personal brand is not just online. You wear it everywhere you go.*

Authentic Personal Brand

- ✓ Act with Integrity
- ✓ Show Empathy
- ✓ Be Genuine
- ✓ Respect Others
- ✓ Listen with Care
- ✓ Own your Actions
- ✓ Be Transparent
- ✓ Embrace Vulnerability
- ✓ Assume Positive Intent
- ✓ Set Goals
- ✓ Be Consistent
- ✓ Have a Focus
- ✓ Accept Failure
- ✓ Share your Stories
- ✓ Empower Others
- ✓ Project Hope
- ✓ Communicate with Sensitivity
- ✓ Expect change. Adapt.

You are a PRODUCT

Your Identity
Nature * Nurture
YOU

Three Self-help Takeaways

Self-awareness: Who am I?

- Is the conscious knowledge of one's own character, feelings, motives, desires, and strengths.

Self-branding: Who do I want people to see me as?

- is a form of marketing that an individual uses to create a uniform public image that demonstrates his or her values and overall reputation.

Self-actualization: Who can I be?

- is the realization or fulfillment of one's talents and potentialities, especially considered as a drive or need present in everyone.



QUESTIONS?

Toastmasters Core Values
Integrity. Respect. Service. Excellence.

Love them. Live by them. Lead with them.



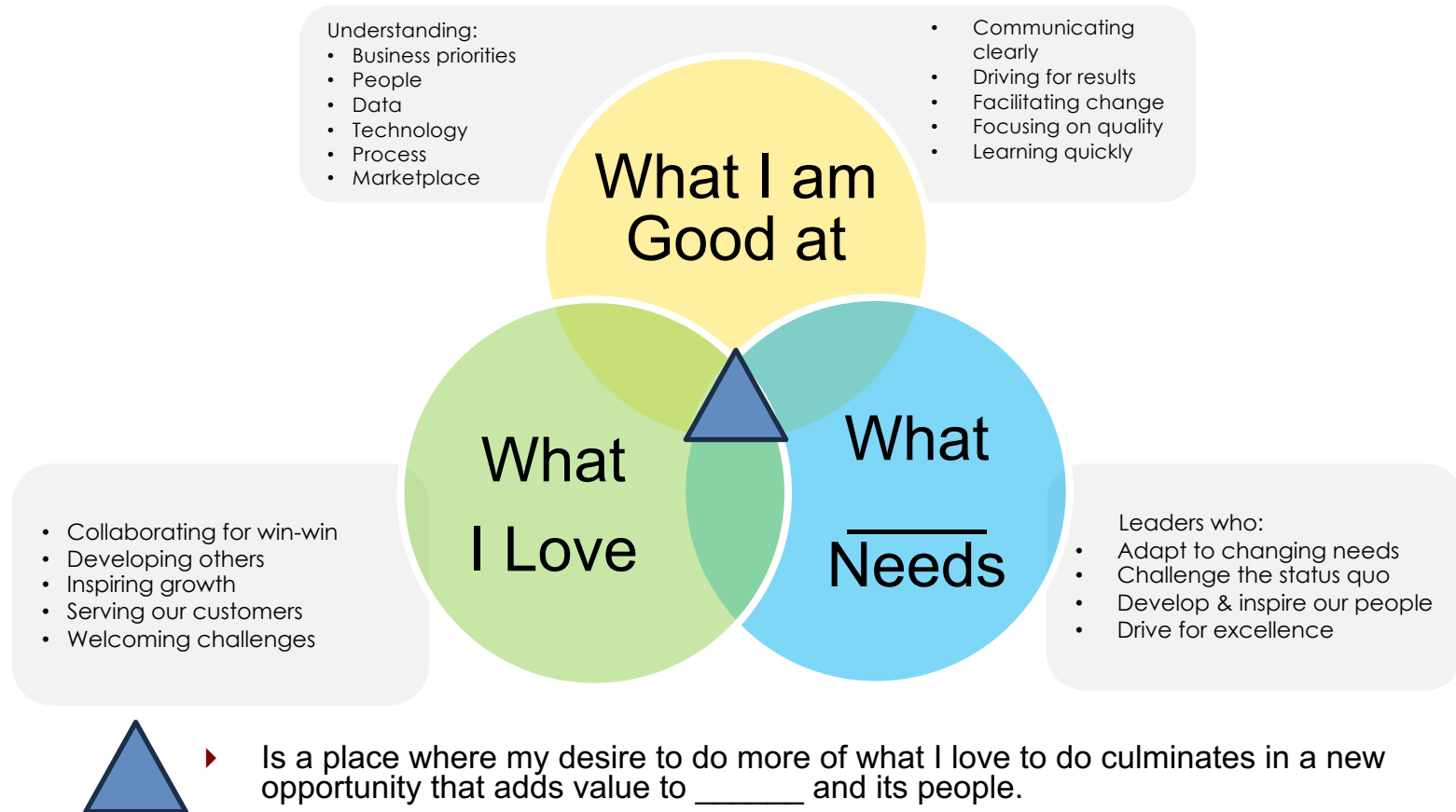
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Engage. Empathize. Energize.

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Appendix / Resources

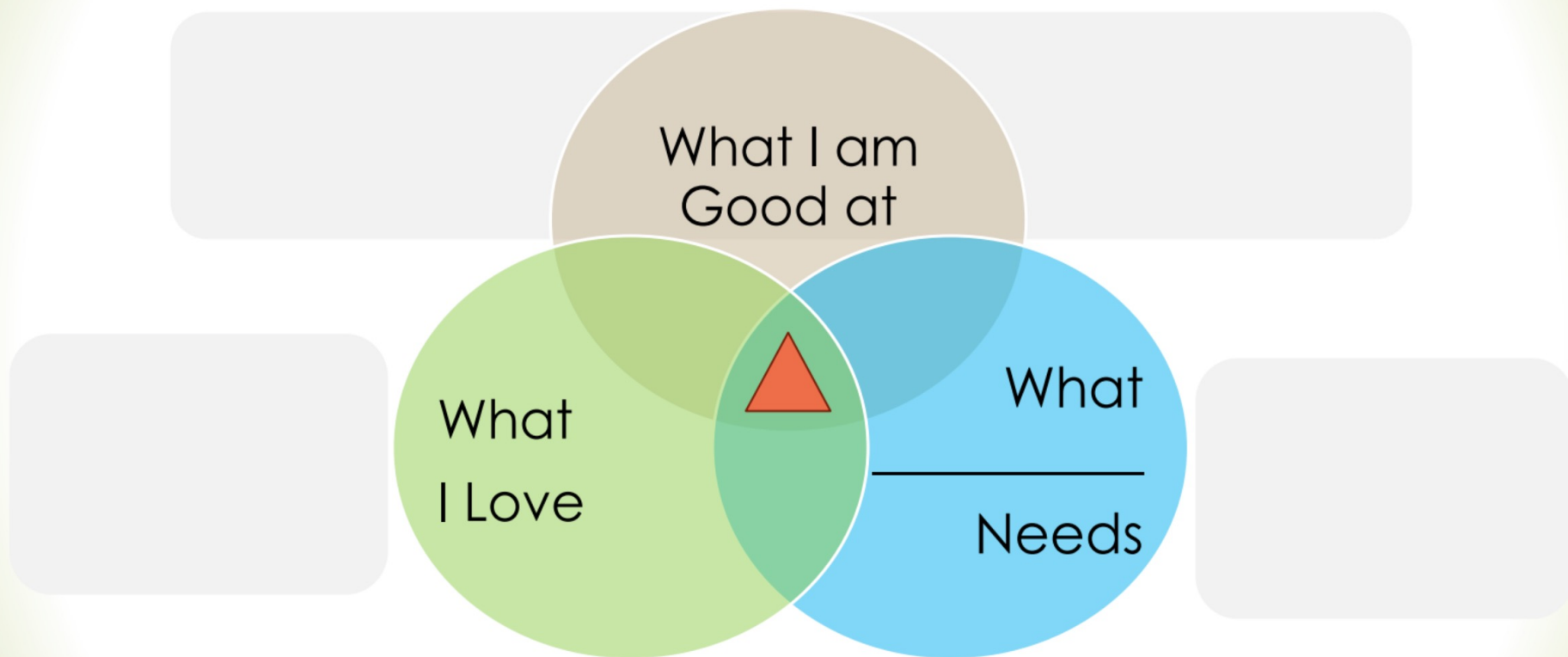
Know Yourself - Self Assessment



Printable TOP Model

Know Yourself Self Assessment

My Goal



- Is a place where my desire to do more of what I am good at and what I love to do culminates in a new opportunity that adds value to _____ and its people.

This is who I am:
(My Personality)

ENGAGE.
EMPATHIZE.
ENERGIZE.

This is what I have:
(My Strengths)

DESIRE.
DIVERSITY.
DEPTH.

This is how I operate:
(My Workstyle/Ethic)

AWARENESS.
ADAPTABILITY.
ACCOUNTABILITY.

This is how I live:
(My Lifestyle/Spirit)

GRIT.
GRACE.
GRATITUDE.

This is what I seek:
(My Aspiration)

CLARITY.
CONNECTION.
CONFIDENCE.

- Have you ever tried to describe yourself or a piece of yourself in three words?

Try it!

- Pack the Power
- Keep them True
- Live by Them
- Here's my example....
- **Self-awareness is powerful.**
- **We have the best chance of maximizing our potential if we are true to ourselves – our strengths and opportunities; our humanity. Let's embrace it and be the best role models that we can be.**

Understanding the DECK



DESIRE

- ☐ To speak so that our words and actions embody our eagerness to **connect** us with those we wish to mentor/lead.



EMPATHY

- ☐ To consciously employ voice and silence to listen to and share feelings as needed, to earn the **trust** of those we wish to mentor/lead.



CLARITY

- ☐ To have a **clear vision** of personal and shared goals necessary to carve the **path to success** for those we wish to mentor/lead.



KNOWLEDGE

- ☐ Knowledge of ourselves, the content, and the mechanics of mentoring that are necessary to **connect** with those we wish to mentor/lead.

Implementing the DECK

EMPATHY



- ☐ Listen more than you speak.
- ☐ Ask questions – let your mentee know you care.
- ☐ Be willing to consider other perspectives. You are not always right.
- ☐ Be conscious of your attitude. Perceptions are powerful.
- ☐ Spell out your ‘I understand’, ‘I know how you feel’, ‘I have been there’, etc.
- ☐ **Always stay in tune with your desire.**
- ☐ **Be honest to accept a change in your desire to lead yourself/others.**

CLARITY



- ☐ Study the needs of your mentee. Ask what his/her goals are.
- ☐ Commit yourself to the purpose and make it known.
- ☐ Be open to change. Change may be the only constant.
- ☐ Have a plan to organize, prioritize, delegate, and hold accountable.
- ☐ Revisit your vision. Calibrate as needed.
- ☐ Renew your commitment from time to time.
- ☐ **Continuously build your knowledge.**
- ☐ **Set goals for yourself. Be inspired to be a continuous learner.**



SV's LEADERSHIP 15

1. Be genuine in all your interactions.
2. Be a continuous learner.
3. Be transparent. Acknowledge challenges. Communicate with clarity and sensitivity.
4. Be accessible. Stay aware.
 - If you hear something that should be of concern to you through someone, indirectly, it's time to reflect.
5. Hold yourself and others accountable.
6. Respect everyone. Disagree if you must, but respectfully.
7. Believe that your Authentic Voice is your currency. Give yourself the license to command your thoughts, leverage your strengths, and elevate your ideals.
8. Expect change. Be ready to adapt.
9. Ask and answer tough questions. It's how we raise awareness and solve problems.
10. Project hope and confidence, and provide direction as needed.
 - Remember that the team wears the face of its leader. Smile. :D
11. Empower your team.
 - Remember that each leader brings with him/her the desire to lead with his/her brand. Empower him/her to do so.
12. Assume good intentions.
 - Give positive recognition early, often, and openly. Everyone has a need to feel significant.
 - Look for patterns in behavior before providing constructive feedback. Always have a crucial conversation in private. Leave a person whole at the end of every conversation.
13. Listen before jumping in to relieve someone (or a group) of its feelings of Fear, Uncertainty, and Doubt (FUD).
14. Overcommunicate and overinform, especially when you are providing reassurance and/or feedback or inviting input/feedback.
15. Trust but verify.
 - Know your audience before you do. If task is the priority, verify. If relationship is the priority, wait to verify.



About Sravanthi Vallampati (Toastmasters)

- ❖ Current District Leadership Roles:
 - ❖ Immediate Past District Director, District 10
 - ❖ Chair, District Leadership Committee, District 10
 - ❖ Corporate Club Liaison, District 10
- ❖ Current member of six Clubs (4 Community & 2 Corporate)
 - ❖ Charter Member of Twininspirations Toastmasters, Speak to Lead Toastmasters Club, SPOORTHY Telugu Toastmasters Club, and Diversity 4 Success Toastmasters Club
 - ❖ President at Diversity 4 Success Toastmasters Club
 - ❖ SAA at Speak to Lead Toastmasters Club
 - ❖ VP of Membership at Progressive Advanced Toastmasters
 - ❖ Serving as Corporate Club Liaison for District 10
- ❖ District Leadership Roles served: Area Director, Division Director, Program Quality Director, and District Director
- ❖ Club Growth Roles served: Club Coach, Club Sponsor, and Club Mentor
- ❖ Club Officer Roles Served:
 - ❖ Club President (Twininspirations Toastmasters, Progressive Messengers, and Progressive Advanced Toastmasters)
 - ❖ VP of Education, VP of Membership, VP of Public Relations, Secretary, and Sergeant at Arms (at all participating clubs)
- ❖ Current Mentor to 12+ Toastmasters members
- ❖ Founder – Twinsburg Gaveliers, Toastmasters for under 18s. Program Sponsor at the Twinsburg School District.
- ❖ Program Coordinator Toastmasters Youth Leadership Program
- ❖ District 10 Evaluation Champion (2016)



About Sravanthi Vallampati (Beyond Toastmasters)

Sravanthi is an IT Manager at [Progressive Insurance](#).

Passionate about service, education, diversity & inclusion, communication, and above all, community involvement, she enjoys opportunities for lifelong learning and meaningful giving. She is an active volunteer in many organizations that give her opportunities to pursue her passions.

Professional Involvement & Community Outreach

- ❖ Network Empowering Women at Progressive Insurance (Board Member)
- ❖ Asian American Network at Progressive Insurance (Founding Member)
- ❖ Weatherhead School of Management at The Case Western University
 - Mentor – Analytix Mentorship Program
- ❖ Start Strong USA (Founder)
- ❖ IndiaFest USA (Communications Coordinator & Partner)
- ❖ The North South Foundation (Coach for ACT/SAT English & Public Speaking)
- ❖ The Northeast Ohio Telugu Association (NEOTA) (Life Member / Board of Trustees (Past))
- ❖ The Sree Venkateshwara Temple of Cleveland (Life Member / Communications Chair (Past))
- ❖ Federation of India Community Associations (FICA) (Life Member / Volunteer)
- ❖ SEWA International (volunteer for community outreach, family services, disaster relief, etc.)
- ❖ FIRST LEGO League & Destination Imagination (STEM Programs for youth - Volunteer/Judge)
- ❖ Be the Match Foundation (Bone Marrow Registry - Cleveland Chapter Volunteer)
- ❖ The Ronald MacDonald House of Charities (Cleveland Chapter Volunteer)



If it interests you, become an activist for Toastmasters.

Share your story. Invite others to share theirs. Create an emotional connection. Spread the goodness.

A Personal Story

I was introduced to Toastmasters seven years ago when I set out to find a summer activity that would expose my then middle-schooler to public speaking. Little did I know that I had chanced upon a treasure! For someone who was never shy around people or microphones, I was more than pleasantly surprised and humbled by the Toastmasters experience. **I soon discovered that Toastmasters was a whole continent of consummate coaching beyond just speaking in front of crowds or making a splash with a one-time leadership stint.** After a year, I learned the definition of the word *journey* and felt comfortable enough to admit I wanted this multi-faceted adventure to continue forever because of how exciting it got by the day. On the one side, it was about me - not being shy to take an honest look at myself and believing that a small ripple I created held within it the capacity to prompt extraordinary change and finding the courage to go ahead and cast a stone across known and unknown waters. **On the other, it was not about me at all - it was about listening to, learning from, and leveraging my audience so we could collectively move forward towards a purpose, a shared goal.** The joy of finding this unique balance between me and my audience lets me experience Toastmasters in a thrilling new way each day! I continue to learn, improve, and stay inspired, for there is so much more to this than just public speaking.

Today, as I meet people or step up to seize opportunities to serve, I am aware of myself as much as I am of others - of my need to be better and theirs to communicate and feel significant in their unique ways. I recognize and appreciate quiet confidence and soft voices as much as I do their loud and resounding counterparts.

I have found clarity, connection, and confidence with Toastmasters.

I am me because I am a Toastmaster.

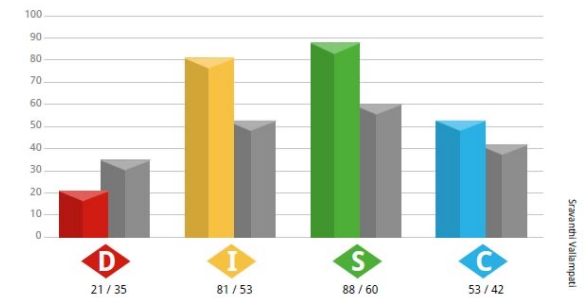
Quick Profile/Meeting Resources



GREEN



Natural and Adaptive Styles Comparison



CliftonStrengths™

Sravanthi Vallampati

1. Positivity
2. Developer
3. Belief
4. Responsibility
5. Arranger

Quick References

- **Zoom**
- [Virtual backgrounds](#)
- [Toastmasters' core values](#)
- [Green, yellow, and red backgrounds](#)
- **[Online Meetings](#)**
- [VPPR Online Meeting Email Template](#)
- [Keep Your Club on Track with Online Meetings](#)
- [7 Tips for Attending Online Meetings](#)
- [Online Meetings webpage](#)
- **[Brand](#)**
- [Banners and a logo](#)
- [Sleek Updated PPT Slides – TI Brand](#)
- **Club Resources**
- [Club Quality Checklist](#)

Leadership Resources

[Online Resources](#)

[Club Leadership Handbook](#)

[Club Officer Tools](#)

[The Leader Letter](#)

Pathways

[Pathways Updates and Maintenance](#)

[Schedule](#)

News

[Toastmasters Magazine](#)

[Toastmasters and Rotary Alliance](#)

Contact

[TI Contact Information](#)