

Power Up Your Brand: How to Harness the Power of Personal Branding for In- House Counsel

Association of Corporate Counsel

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Deborah Farone

Farone Advisors LLC





The case of the missing shoe

What we will cover



1. Personal branding and how it impacts your role
2. Steps to creating a personal brand
3. Promoting your brand
4. Tactical ideas: Achieving a strong brand with LinkedIn, presentations and your network.

Try this out



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1. What is a personal brand?

Amal Clooney

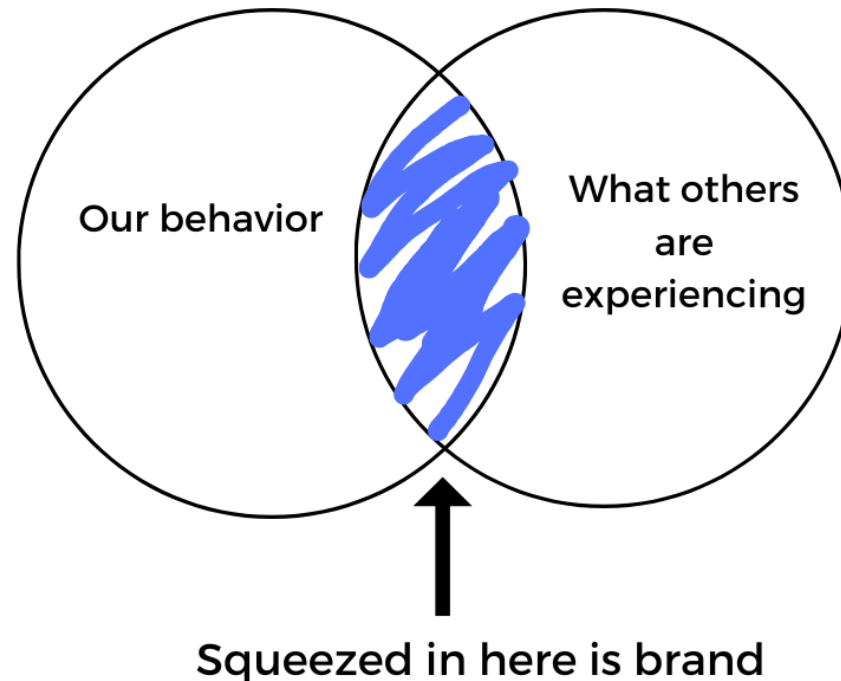


David Boies



What is a personal brand and why does it matter?

Brand: How we explicitly present ourselves and eventually, how we are perceived.



**Research says it takes how long
for someone to form an
impression of another individual:**

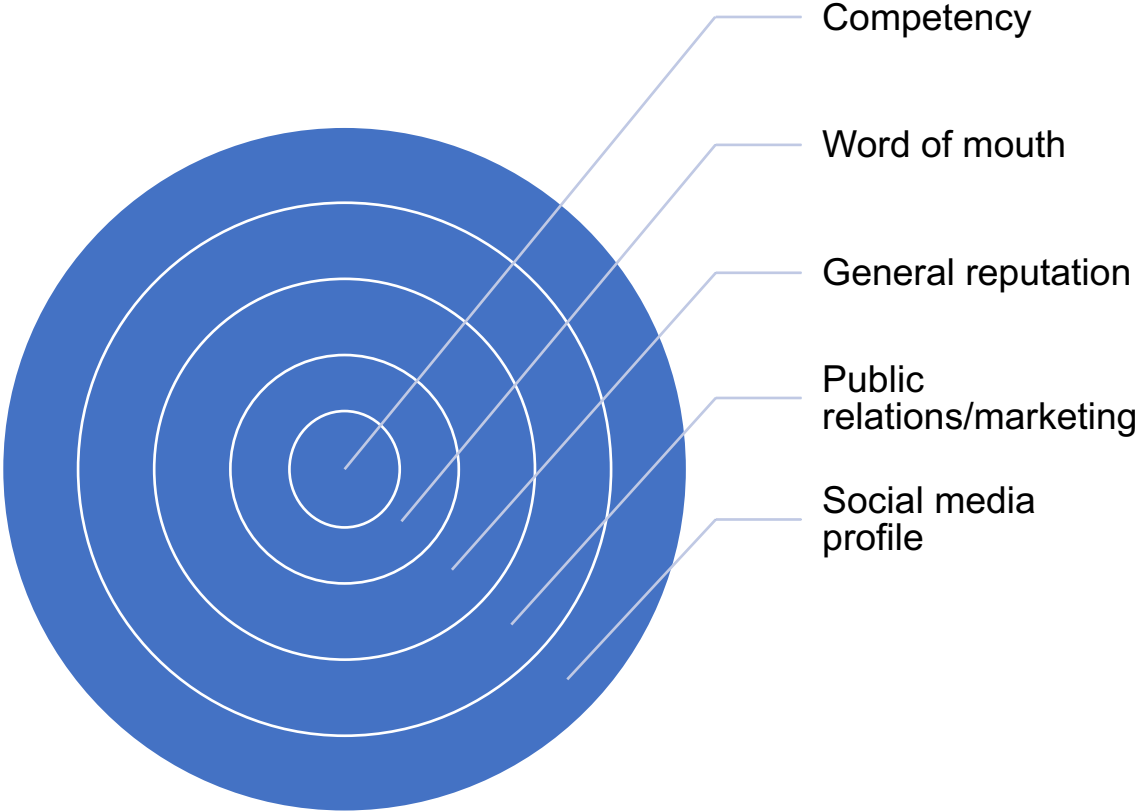
3 seconds

7 seconds

3 minutes

20 minutes

Competency is the core



2. Creating a personal brand

Principles

1. Plan strategy before tactics, so you don't waste time and effort.

strategy  tactics

2. Consider how you want to be known and plan your activities around this objective. What are the benefits you offer?

3. Master your elevator speech.

Your work is the critical element.

Internal behavior needs to match external behavior.

Part-time jerk factor.

Old contacts are good contacts.

Understand the impact of brand. We're teaching this to in-house counsel and how they work with their own lines of business.



3. Promoting your own brand

Know your brand and ask yourself, who is your audience?

Meet them where they are – it's not always obvious.

How can you convey your beliefs and skill sets??



4. Taking tactical steps

Broadcasting marketing

Narrowcast marketing

Rinse and repeat method

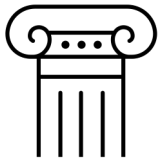


EXAMPLE

Content Pillars



Healthcare
litigation

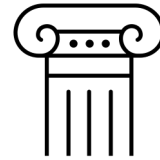


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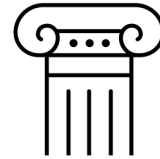


The underserved

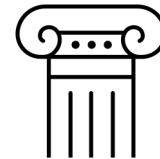
Value Pillars



Excellence
in work



Giving back to
the community



Ethics

Social Media

LinkedIn

Twitter X

Instagram

TikTok



LinkedIn Advantage



To find people: It's a great place to keep your contacts.

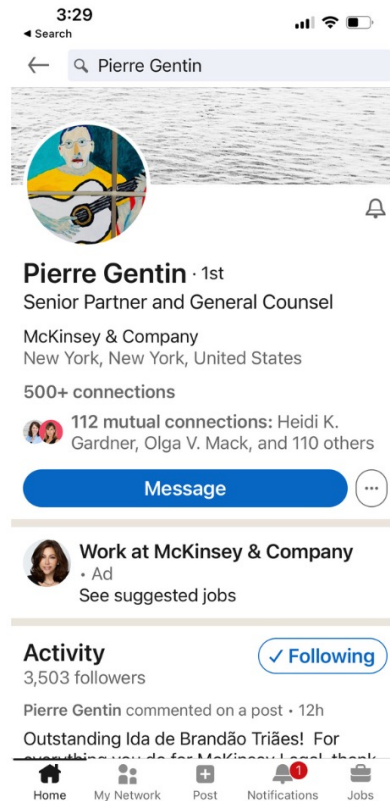
To track clients and prospects you care about.

The more you post, the better LinkedIn will like you...the algorithm.

Posts can be short.

Show your expertise: The main goal is to offer value and have conversations.

Great way to follow companies and individuals



The Lawyer's Social Media Archetypes

The Firm Cheerleader

The Self Promoter

The Artist

The Value Adder



The Firm Cheerleader



The Self Promoter



The Artist



The Value Adder

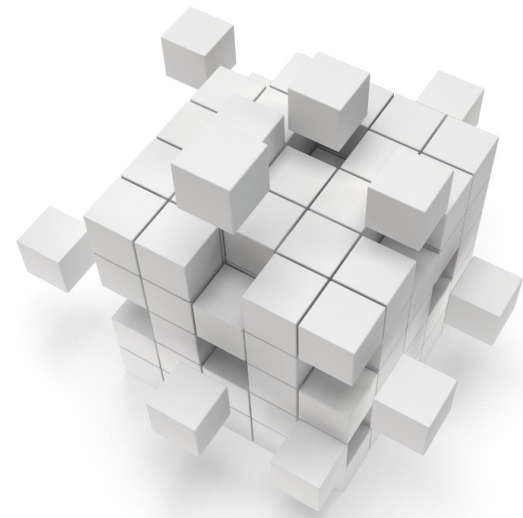


Other elements in building a personal brand

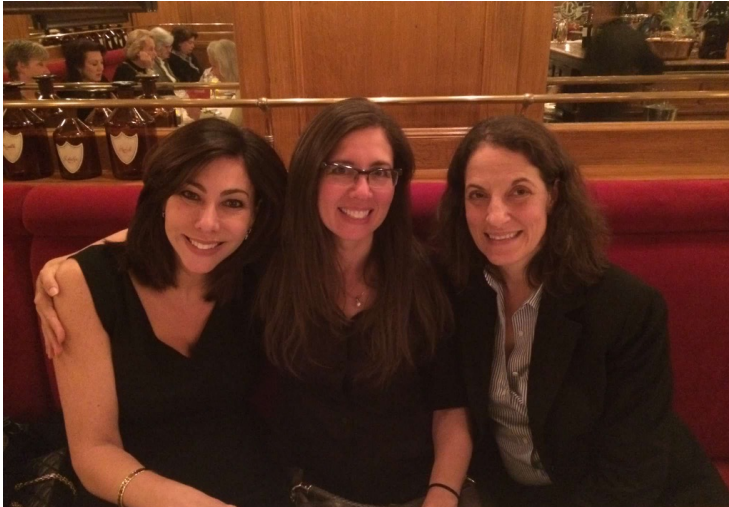
Your communications style, within the company and with others outside of the firm.

How you appear on all mediums. Get help where it's needed.

Your own personal network.

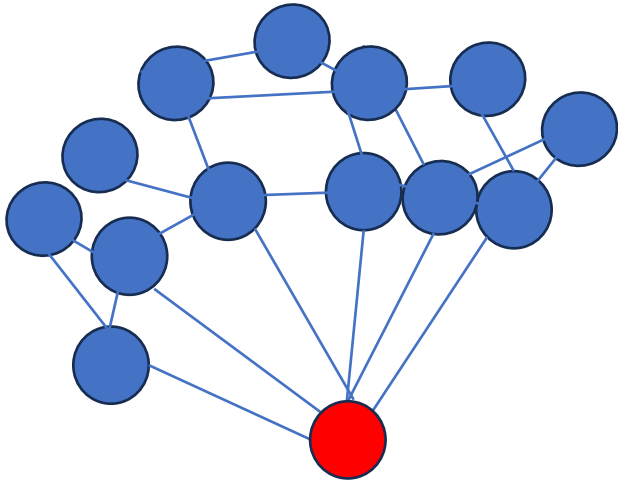


Childhood friends

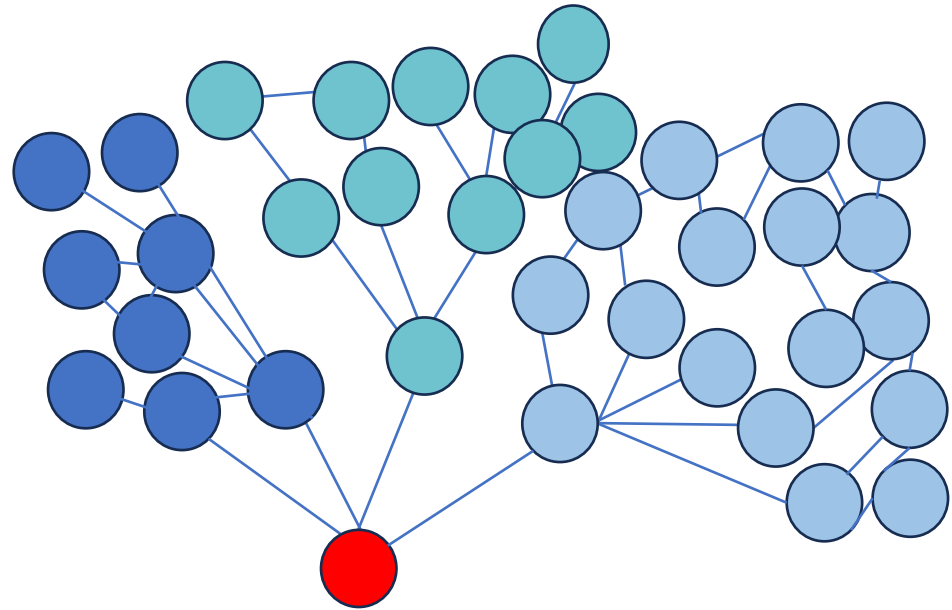


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Transitive Relationships



Non-Transitive Relationships

Homophily



Bob



Barbara



Jim



Susan

The half-face problem



The witness protection look



The “I can’t believe it’s your background background.”



Next steps

Think about how you want to be known – three things that you can back up and your values

And look at the tools, your network, LinkedIn, firm bios, practice materials, and podcasts.





Farone Advisors

Stay in touch

Deborah@faroneadvisors.

917-697-7055

www.deborahfarone.com

