

Microsoft

# Developing a successful personal brand

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## case study

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When people think of 'brand', they usually think about a company's brand image. But each of us has our own personal brand: it's the way we are able to communicate what we stand for.

Microsoft wanted to explore the issue of personal branding and asked Beyond to run a series of workshops on the subject for some of its female employees, both in the UK and Germany. The objective was for delegates to:

- ▶ be aware of their own brand
- ▶ identify which aspects of their existing brand image may need to change
- ▶ discover how a strong personal brand can help them in their career

At the end of the workshop, everyone left with a clear view of their own core values and which elements of their personal brand they needed to work on. After the workshops, Beyond coached a number of employees, in a series of one-to-one follow-up sessions.

These sessions were designed to help each individual explore whether they were living according to their core values, and whether any aspects of their behaviour could be holding them back in their jobs. Beyond also devised a strategy map for each person which outlined where they wanted to get to in their careers and what they would need to change about themselves in order to get there.

"Through the workshop Beyond helped us to personalise the concept of brand and think about what our own personal brand was & more important what we would like it to be! The debate, laughter and ideas that were raised made for a productive session and everyone left with a clearer view of their own brand values."

Alison Dodd, Senior Director OEM UK

Here's how two of the delegates have benefited from Beyond's help:

### Helen Dickie

"The workshop and coaching sessions gave me the opportunity to fully explore the idea of my personal brand and get to understand other people's perceptions of me. I have been at Microsoft for 17 years and I knew I needed a change of direction although I didn't want to leave the company. Through Beyond's guidance, encouragement and personal coaching, I approached the HR department about the possibility of working with them and have recently joined them as an International Assignment Consultant. Thanks to Beyond, I've now got what I wanted: a new challenge, the opportunity to learn new skills and a new job."

### Sarah Lidington

"We covered all kinds of interesting issues at the workshop, from how we dress to how to speak with greater confidence. It really helped me to personalise the whole concept of branding and think hard about what I want the 'Sarah Lidington' brand to be. During the coaching sessions, I discovered that, in order for anyone to succeed, you have to be passionate about what you're doing. Beyond helped me explore the passions in my life and how this could translate into helping me improve my career. I found their help and guidance really useful and I have just landed myself a new job as a team manager."