

**BUILDING YOUR PERSONAL BRAND**  
**AMA Doctoral Consortium**  
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# Personal Branding

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- **Anything can be branded – including people.**
- **Anyone trying to build a career can be thought of as trying to create his or her own brand.**
- **Certainly one key for a successful career is that relevant people know who you are and what makes you unique and special**



# Five Personal Branding Guidelines

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- **At the heart of a great brand is a great product or service**
- **Be innovative and relevant**
- **Have a clear, cohesive brand architecture**
- **Just because you can ... doesn't mean you should**
- **Consistency is key**



# At the Heart of a Great Brand Is a Great Product or Service

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- **Develop best possible research & teaching skills**
  - Invest heavily during doctoral program
- **Find synergy with teaching and research**
  - One informs the other



# Be Innovative and Relevant

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- **Actively learn from others**
  - Reading, thinking, and discussing
- **Keep tabs on what matters in research and marketing**
  - Use good “radar”
- **Develop useful new concepts and techniques**
  - New ideas in both research and teaching



# Have a Clear, Cohesive Brand Architecture

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- **Be known for something interesting and important**
  - “The world’s expert in ...”
- **Develop 2-3 distinct, but related research streams around that topic**
  - Perhaps defined by a well-promoted “flagship product” or article

# Don't Forget the "Spandex Rule"

- **"Just because you can ... doesn't mean you should!"**
  - Scott Bedbury, former VP-advertising Nike & VP-marketing Starbucks
- **Learn to say no!**
  - Especially with consulting & other outside activities ("nickels & dimes")





# Consistency is Key

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- **Everything matters**
  - Don't be spread too thin
- **Strive for the very best at all times**
  - Less is more





# **It's Only Rock and Roll ... But I Like It**

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- **Lastly ... work hard ... but have fun!**
  - It will all be fine in the end



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**Good Luck!**