

Building Your Professional Persona

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Link to captions

<https://bit.ly/4ars8UK>



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Persona Definition

persona *noun*

🔊 /pə'səʊnə/

🔊 /pər'səʊnə/

(plural **personae** 🔊 /pə'səʊnaɪ/ 🔊 /pər'səʊni/, **personas**)

(*formal*)

★ **the aspects of a person's character that they show to other people, especially when their real character is different**

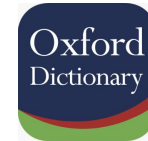
persona *noun*

per·so·na (pər-'sō-nə) -nä

plural **personae** (pər-'sō-(,)nē) -nī or **personas**

[Synonyms of persona](#) >

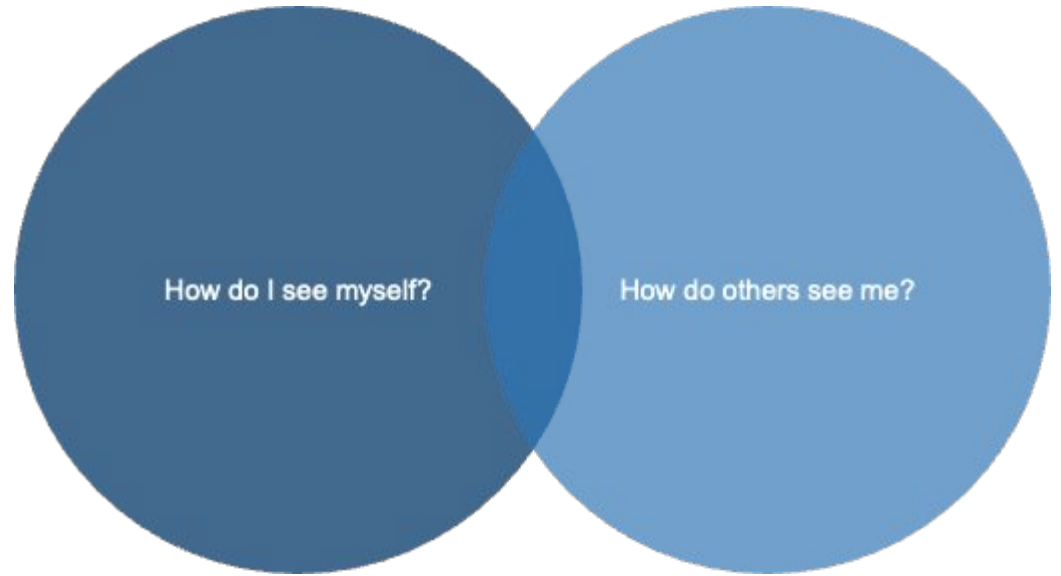
- 1 : a character assumed by an author in a written work
- 2 a plural **personas** [New Latin, from Latin] **an individual's social facade or front** that especially in the [analytical psychology](#) of Carl Gustav Jung reflects the role in life the individual is playing
→ compare [ANIMA](#)
b : the [personality](#) that a person (such as an actor or politician) projects in public : [IMAGE](#)
- 3 plural **personae** : a character in a fictional presentation (such as a novel or play) → usually used in plural
| comic *personae*



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Who am I? (online and in interaction)



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Your Professional Personae Online



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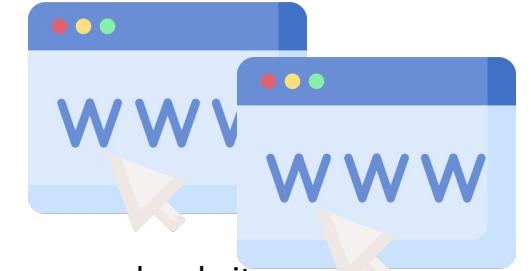
Be Strategic, Consistent, Timely and Careful



social media

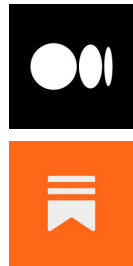


online publications



personal website

organization website



professional sites



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Strategy

What info am I trying to convey?

Call to action?

Social commentary?

Showing support?

Story telling?

Expertise?

Personal opinions?



Advocacy?



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Strategy

Who is my audience?



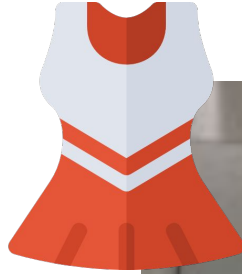
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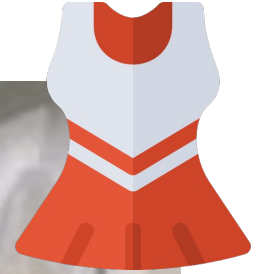
Consistency

Persona
segmentation

TEAM Personal



TEAM Professional



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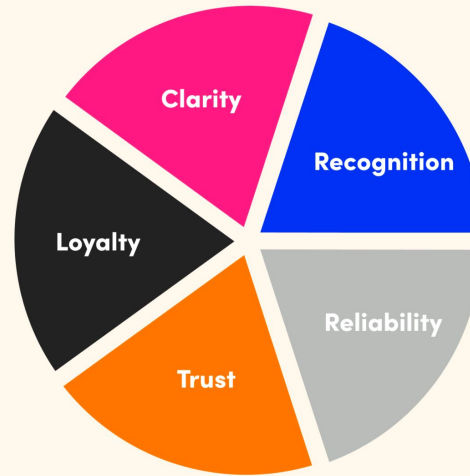
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Consistency

In messaging,
naming
conventions,
topics/themes

BLACKANDWHITESTUDIOS.NZ

What does consistency mean for creative brands?



Why Consistency Is the Key to Honing Your Personal Brand



Jen Roberts, MA, PCC (she/her)

Leading expert in strategically building, developing and leveraging the talents of leaders and teams.

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March 29, 2017

Anyone who's worked in or around a marketing department for long knows the importance of branding. Good branding can not only increase your business's value, but can also provide your team with direction, and make it easier to attract new clients.

Luckily, businesses are not the only ones who benefit from establishing a clear brand. A strong personal brand can act as the foundation of a successful career. It can provide you with personal direction, increase your ability to find new opportunities, and help others see the value you bring to the table so your worth will be acknowledged.



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Timeliness
up to date
of the moment
one step ahead

Mousumi Akter



I'm a researcher at the Research Center for Trustworthy Data Science and Security my M.Sc. and Ph.D. from Auburn University under Dr. Shubhra Kanti Karmaker's interests are broadly in NLP and Information Retrieval.

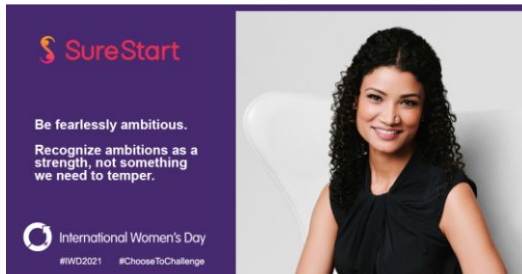
During my doctoral program, I received the **Outstanding Doctoral Student Award** to Auburn Engineering. I completed my B.Sc. in CSE from Bangladesh University of where I worked on Differential Privacy with Dr. Tanzima Hashem.



Taniya Mishra, PhD • 1st
CEO & Founder at SureStart | AI Scientist | Mentorship Champio...
3yr • 🔒

If she can do it, so can I.

On International Women's Day, my goal for myself, and for others, is to t...see more



Ania Musial • 1st
Machine Learning Platforms, CTO ML Product & Rese...
1d • Edited • 🔒

Positively "geeked" to see all the wonderful **Bloomberg** speakers (amongst many more wonderful speakers!) at **#KubeCon + #CloudNativeCon** 🍷 ...see mor



Firstname Lastname

Assistant Prof, CS Dept
University



out of date email

*no other info ...
at all*



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Timeliness
publications
meetings
awards
promotions
team news

Communicating your
news is not “boasting”,
it is *sharing*



**Beyond Bragging: Reframing
How Women Can Talk to and
About Themselves**

<https://www.td.org/insights/beyond-bragging-reframing-how-women-can-talk-to-and-about-themselves>

VanEpps, E. M., Hart, E., & Schweitzer, M. E. (2023). Dual-promotion: Bragging better by promoting peers. *Journal of Personality and Social Psychology*.



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Care
The internet is
permanent

Kanye West says he lost \$2 billion in one day after Adidas, Balenciaga, and Gap severed ties with the rapper over his offensive behavior

Kate Duffy Oct 27, 2022, 8:38 AM



Ye. AP Photo/Michael Wikke, File



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Introduction

Hi! I am a fifth year student at the University of Pennsylvania. My current area of research is in the field of international development. I am a member of the following organizations:

- The USA
- Pakistan
- The UK



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Activity

1. Get in a group of 3 or 4 people
2. Look each other up online; for each person you look up
 - a. What is one aspect of their online presence you find strategic, informative, professional and engaging?
 - b. What is one aspect of their online presence that could be improved, and how?
3. Share with each other



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Your Professional Persona Interactive



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Where & When



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Principles

Message

- What's the goal of the presentation/conversation/interaction?
- Who are the audience?
- What are the three take-away messages you hope they remember?

Persona

- What's the character/façade/front you want to project via the interaction?

Stages

Preparation delivery follow up



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Handle Questions

Shaping your response

- Who is the questioner?
- Why are they asking this question?
- Is this a question I should answer (now)?
- Is this a question I can answer?

Responding vs. Answering

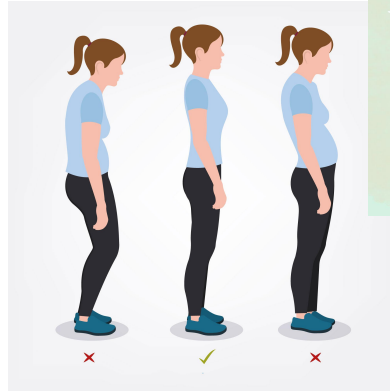
- *I'm not sure I understand...*
- *That's a great question, let's take it offline*
- *I'll get back to you by tonight*
-



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In the Office/ Lab



1	OUTSIDE VOICE	
3	LOUD VOICE	
2	TABLE TALK	
1	WHISPER	



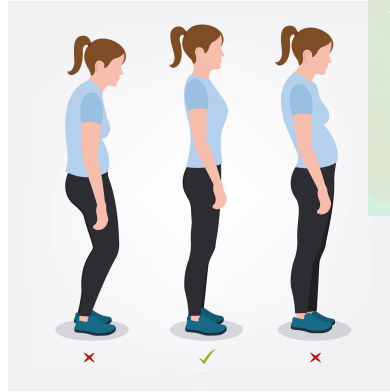
- *Posture*
- *Style of Dress*
-



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On Video Conference



1	OUTSIDE VOICE	
3	LOUD VOICE	
2	TABLE TALK	
1	WHISPER	



- *Camera location, angle*
- *Lighting*
- *Background*
- *Microphone location, volume*
- *.....*



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Activities

In a group of 2-3, do one of the following

- *Give the 1-min elevator speech to introduce yourself or your research*
- *Examine each other's posture*
- *Use three words to describe the persona you desire for yourself*



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Thank You!
Questions?



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