Building Your Professional Persona

Amanda Stent & Margaret Martonosi

Colby College  Princeton University
Link to captions

Persona

Definition

persona noun

/pləˈsəʊnaʊ/ /pəˈsəʊnə/

(plural personae /ˈpɜːsəʊni/ /pəˈsəʊni/, personas)

(formal)

the aspects of a person’s character that they show to other people, especially when their real character is different
Who am I? (online and in interaction)
Your Professional Personae Online
Be Strategic, Consistent, Timely and Careful
Strategy
What info am I trying to convey?

- Call to action?
- Social commentary?
- Story telling?
- Showing support?
- Personal opinions?
- Expertise?
- Advocacy?
Strategy
Who is my audience?
Consistency
Persona segmentation

TEAM Personal

TEAM Professional

THE LINES CAN GET REAL BLURRY, REAL FAST.
Consistency

In messaging, naming conventions, topics/themes

What does consistency mean for creative brands?

- Clarity
- Recognition
- Loyalty
- Reliability
- Trust
Timeliness
up to date
of the moment
one step ahead
Communicating your news is not “boasting”, it is *sharing*


https://www.td.org/insights/beyond-bragging-reframing-how-women-can-talk-to-and-about-themselves
Kanye West says he lost $2 billion in one day after Adidas, Balenciaga, and Gap severed ties with the rapper over his offensive behavior
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
Your Professional Persona
Interactive
Where & When
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
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
• ......
In the Office/Lab

- Posture
- Style of Dress
- ......
On Video Conference

- Camera location, angle
- Lighting
- Background
- Microphone location, volume
- .......
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
Thank You!
Questions?