



Professional Development Webinar

Managing your Personal Brand & Executive Presence

Presented By: Elizabeth Rice, Vice President of Strategy & Field Initiatives, Blackstone Consulting Inc.

Agenda



01

Putting Things in Perspective – Why are we here?

02

Careers in Security

03

Transferable Skills

04

What is Brand & Presence & Why Do They Matter?

05

How to build your brand

06

How WIHS can support!



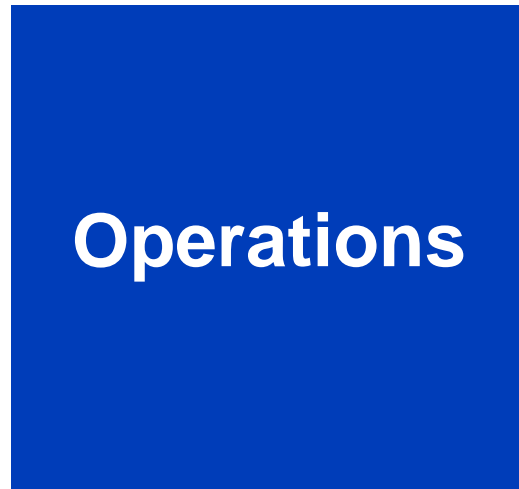
Putting things in Perspective

Why are we here?

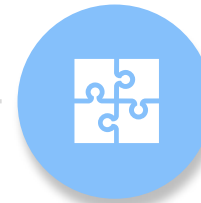
- How many of you want to move up in your careers or make a job change?
- How many of you are looking for ways to be more satisfied in your current position?
- What do you think is important to job satisfaction?
- What do you think is important in growing in your career?



Careers in Security



Transferable Skills & Skill Building



Common Transferable Skills

- Communication
- Project Execution
- Customer Service
- Leadership
- Dependability
- Teamwork
- Organization
- Adaptability
- Leadership
- Technology literacy

What transferable skills are relevant for positions you might want to pursue?

Leveraging the Role Profiles




Ask your leadership about the role profile binder at your site – it outlines all the available positions at KP and can help you make a plan for your career growth

- ← Title of Role (aligned to MSA)
- ← Logo
- ← Reports to XXX
- ← Tools Expected to Be Utilized
- ← Qualifications for the Role
- ← Working Conditions
- ← About Me
- ← Mini Org Structure
- ← Primary Focus
- ← Metrics

- ← Competencies
- ← Core Responsibilities

Jobs within the KP Contract (KP, BCI & SUSAs)

 Officer	 Security Ops & Systems	 HR	 Training	 Biz Ops	 Leadership
Officer	SOC Specialist	HR Generalist	Trainer	Analyst	Supervisor
Campus Protection Officer	SOC Supervisor	HR Manager	Training Manager	Financial Services Manager	Senior Supervisor
Lead Officer	Systems Administrator			Project Manager	Assistant Manager
ED Specialist	Technical Operations Coordinator			Program Manager	Manager
Administrative Specialist	Technical Project Manager			Compliance Manager	Director
				Communications Manager	Vice President

Personal Brand & Executive Presence



Executive Presence

In its simplest terms, executive presence is about your ability to inspire confidence — inspiring confidence in your employees and colleagues that you're the leader/teammate they want to follow, inspiring confidence among peers that you're capable and reliable and most importantly, inspiring confidence among senior leaders that you have the potential for great achievements.



Personal Brand

Your personal brand is how you promote yourself. It is the unique combination of skills, experience and personality that you want the world to see. It is the telling of your story and how it reflects your conduct, behavior, spoken and unspoken words and attitudes. It is what you are known for knowing.

YOU are the ultimate controller of your destiny



Elizabeth Rice

Vice President of Healthcare Strategy & Field Initiatives
Blackstone Consulting



NATIONAL SECURITY SERVICES

My target brand & presence

What I want...

- Trustworthy People Focused Leader
- Coach & Supporter
- Builder & Creator
- Hard Working & Reliable
- Strategist Meets Operator
- Known for knowing how to build things, get things done, solve problems and motivate teams
- Caring & supportive
- Warm, Welcoming, Confident, Fun

What I fear...

- Controlling
- Unfair
- Arrogant
- Emotional
- Aloof
- Overbearing
- "B#!@\$"

How others perceive my brand & presence



- Inclusive & Fair Leader
- Business Savvy Entrepreneur
- Strategic with Strong Execution & Problem-Solving Skills
- Bring Teams Together
- A coach with great Career Advice
- Powerful, Bold, Fun
- Drives Comfort & Togetherness



- Contagious in a good and bad way – Wear emotions on my sleeve
- Aloof – No time for meaningful connections
- Disconnected from the field
- Tactless at times
- Interrupter
- Condescending at times

The Components of Your Brand



Relationship Capital

Your relationship capital is your high-quality professional connections. Do people know you and see you as a valuable member of the team? Are they familiar with your talents?

- How does management feel about you?
- How do your colleagues feel about you?
- How does the customer feel about you?
- Do people come to you for things?
- Is your name called out for special assignments?

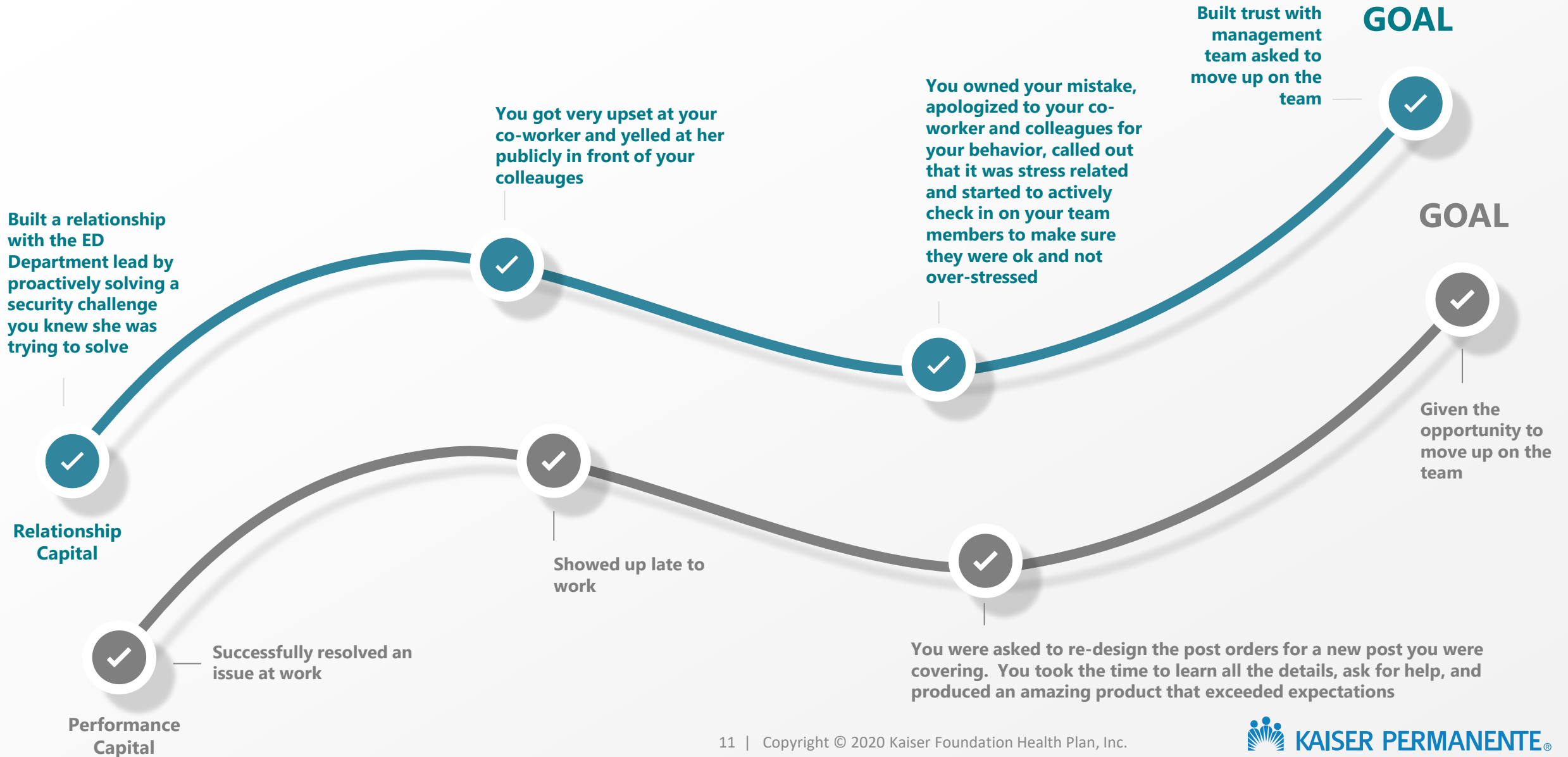


Performance Capital

Your performance capital is your performance in your job and life that tell your leadership and colleagues about your work ethic, skills and potential.

- Do you do your job well?
- Do you show up present, on time, engaged?
- Do you go above and beyond – push to try and learn new thing, help your teammates, volunteer?

How this works...



“People will forget what you said, they will forget what you have done but they will not forget how you made them feel.”

Maya Angelou

Lets Reflect...

- What do I want to be known for knowing – What type of brand do I want? Do I already have that brand?
- Am I known for what I want to be known for?
- How do I want people to experience me when I walk into a room? Is that how they experience me now?
- How are my brand bank accounts? (Performance & Relationship Capital)



Now What Do You Do?

01

Identify your goal & determine your brand – What do you want to be known for knowing and how do you want to be experienced?

02

Find out from friends/colleagues what you are currently known for knowing and how you show up.

03

Based on your goal, assess your relationship & performance capital – do you have work to do?

04

Identify ways you can build your brand & presence...

Determining & Building Your Brand

CLARIFYING YOUR BRAND

- ✓ What is my career path/goal?
- ✓ What skills/competencies/brand are important for that goal?
- ✓ Do I have those skills? Do I need to develop those skills?
Are people aware of these skills?
- ✓ What brand would support me towards that goal?

BUILDING YOUR BRAND

- ✓ Volunteer for something at work or outside of work
- ✓ Take a class to learn a new skill and practice it!
- ✓ Think of actions you can take at work that will help build your brand
- ✓ Tactfully self promote
- ✓ Ask for development
- ✓ Practice mindfulness
- ✓ What else?



**QUESTIONS &
TAKE AWAYS?**



Upcoming Webinar Topics

- ✓ Ten Career & Professional Development Hacks
The things we all should be doing if we want to have professional success
- ✓ Emotionally Balanced Leadership
How to be the best leader & colleague you can for people around you
- ✓ Networking 101
How to foster strong professional relationships
- ✓ Resume Development
How to document your awesomeness!
- ✓ Interviewing 101
How to shine in an interview

What else do you want to learn about???

A Few of My Professional Influencers



<https://shellyearchambeau.com/>



<https://thewisemangroup.com/>



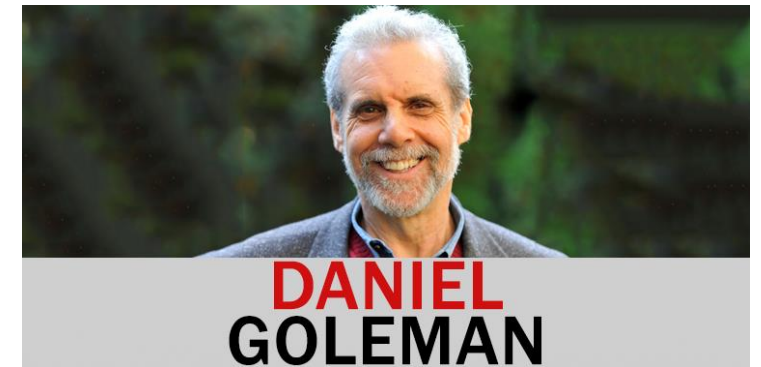
<https://www.duarte.com/>



<https://brenebrown.com/>



<https://simonsinek.com/>



<http://www.danielgoleman.info/>

The Concept



NATIONAL
SECURITY SERVICES



OUR MISSION

Amplify the voice and influence of women leaders within the Kaiser Permanente Healthcare Security Organization.



OUR VISION

To be an inclusive security organization with networks and communities that promote growth, development, mentorship, and healthy environments for female leaders.



OUR VALUES

- Integrity
- Pay it Forward
- Perseverance
- Intersectionality
- Self-Improvement
- Courage
- Respect
- Accountability

WIHSN Program Overview



NATIONAL SECURITY SERVICES

<https://www.bci-toolkit.com/wihs>

Mentorship Program

Education & Scholarship Program

Ally & Awareness

Regional Councils

WOMEN IN HEALTHCARE SECURITY & WIHS ALLY PINS
September 2020

The WIHS Network is the first of several Employee Resource Groups (ERGs) focused on diverse populations and their advancement within our organization.

As part of our WIHS Network rollout strategy and culture improvement efforts, we would like to introduce the WIHS and the WIHS Ally pins. We are recognizing all women in our contract for the unique qualities they bring to the table and the allies that contribute to a culture of equality within our organization.

- Wear it with pride!
- All inclusive of women & men
- Available to anyone on the contract

This pin represents our appreciation for all you do and who you are. We see you!

WIHS Pin WIHS Ally Pin

Need more pins?
Contact Kalle Moracco
Kalle.A.Moracco@kp.org
C. (510) 410-9178

When women and men come together as allies with the shared goal of bettering their workforce, wonderful things happen. A good culture is contagious - it elevates morale, performance and quality of life.

Scan the QR code or [click here](#) to become part of the WIHS Network

Together we make a difference!

www.bci-toolkit.com/wihs | WIHS@kp.org



WOMEN IN HEALTHCARE SECURITY NETWORK

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Self-improvement
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OUR MISSION
Amplify the voice and influence of women leaders within the Kaiser Permanente Healthcare Security Organization.

TOGETHER WE MAKE A DIFFERENCE.

Ask your manager about the WIHS champions at your site
Contact the NSS National Field Initiatives & Strategy team at NSS-NFI@kp.org
Visit the WIHS page at bci.org/wihs



**FROM OUR FOUNDERS
WE THANK YOU!**

