

Architecting Your Personal Brand

Hello!

I am Kathleen Walsh

I am here because I love talking about architecture, branding, and self-improvement.

You can find me on LinkedIn: [kathleenrwalsh](#)



Agenda

- Mission
- Vision
- Business Model
- Capability Map
- Branding
- Storytelling

Who is... Kathleen Walsh?



Welcome to NYC - what brought you here?

Just decided this was the place I want to be. Lots of fun people to meet, hopefully :)



What Company did you join here?

I didn't change jobs - I've been working from home...same job, new home 😊.



Who is... Kathleen Walsh?



Gotcha. Remind me again what you do in tech/ which company?

LOL - I can't remind you bc I never told you 😞 ...what I do...same thing as everyone else...ppt, excel, emails, zoom calls.
Corporate Life.



But, what I really like to do is tell stories.
I've been making some short films.



Who is... Kathleen Walsh?



I meant, more your role / function than your day to day ☺

Not sure the obsession with a function? Why is that important? Do titles and roles define us?



Just trying to find out more about who you are and who you work for.

Who is... Kathleen Walsh?

*Roles don't define us. You can't judge
someone based on title and place of
employment alone. I am - my value - is
more than my job.*



You don't have a job do you?



1.

Mission Statement

A fundamental purpose for existence.

Starbucks Mission Statement

- To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time

A woman with a backpack is sitting on the edge of a large, reddish-brown rock formation, looking out over a vast valley. The valley is filled with green fields, a golf course, and a small town. In the distance, there are rolling hills and mountains under a clear sky. The text is overlaid on the right side of the image.

Understanding who you are

*If you can't figure
out your purpose,
figure out your
passion. For your
passion will lead
you right into your
purpose.*

T.D. Jakes

Individual Values

- Beauty
- Compassion
- Courage
- Creativity
- Dignity
- Duty
- Empathy
- Equality
- Fairness
- Family
- Fitness (Body, Mind, Soul)
- Freedom
- Friendship
- Health
- Honesty
- Honor
- Independence
- Inner Harmony
- Logic
- Love
- Loyalty
- Open-Mindedness
- Order
- Peace
- Pleasure
- Responsibility
- Respect for Others
- Respect for Self
- Security
- Self Discipline
- Selfless Service
- Social Recognition
- Spirituality
- Success
- Trust
- Wisdom
- Any Others?

Individual Values

- Beauty
- Compassion ✓
- Courage
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- Independence
- Inner Harmony
- Logic
- Love
- Loyalty
- Open-Mindedness
- Order
- Peace
- Pleasure
- Responsibility
- Inclusion ✓
- Integrity ✓
- Unique/Novel ✓
- Respect for Others ✓
- Respect for Self ✓
- Security
- Self Discipline
- Selfless Service
- Social Recognition
- Spirituality
- Success
- Trust
- Wisdom
- Any Others?

Mission Statement Questions

1. What is important to me?
2. What do I value
3. What are my personal goals?
4. What are my strengths and talents?
5. At the end of my life, what do I want to have accomplished?
6. What are the underlying values that support my mission statement?

Mission Statement Questions

1. What is important to me?
 - Having others felt heard
 - Making a positive impact
 - Humor/being silly
 - Enjoying those around me
 - Travel
 - Feeling safe and understood

Mission Statement Questions

2. What do I value

- Learning
- My friends
- Myself
- Working with others to accomplish something
- Breaking stereotypes

Mission Statement Questions

3. What are my personal goals?

- Continue growing and being a kind person
- Get as many experiences as I can and allow them to influence and inspire me, as well as others, in new directions

Mission Statement Questions

4. What are my strengths and talents?

- Listening
- Synthesizing hard concepts
- Creativity
- Motivation
- Strategic
- Quick Thinking
- Problem Solver
- Organizing
- Writing
- Learning
- Tenacious
- Big Picture Thinking
- Fun
- Integrity
- Innovative

Mission Statement Questions

5. At the end of my life, what do I want to have accomplished?
 - Inspired others, especially young people to believe in themselves and not be discouraged if they don't know something
 - Travelled the world
 - Have a family
 - Help marginalized voices have a voice

Kathleen's Mission

Support and elevate myself and those around me by being a source of inspiration through offering kindness, optimism, entertainment and playfulness to everyone I meet.





2.

Vision Statement

Long-term future goals.

Vision Statement Questions

1. What is my purpose in life?
2. What drives me?
3. How am I being the kind of person that I want to be?

Vision Statement Questions

1. What is my purpose in life?

- To be happy
- Support myself and my friends
- Positively touch those around me

Vision Statement Questions

2. What drives me?

- Seeing others in an unfair situation or struggling
- Solving for things that don't make sense
- Creating things that make me laugh

Vision Statement Questions

3. How am I being the kind of person that I want to be?
 - I pay close attention to what happens around me
 - I want to include everyone and make an impact
 - I always show up (am present) to everything I do and actively participate

Kathleen's Vision

Through listening to and serving others, I will learn new ideas and gain different perspectives. I will behave in a manner so as to become a light, not a roadblock, for others who choose to follow or lead me. I will be a person not willing to win at the cost of another's spirit. I will feel pain and not want to hurt another. I will speak for those who cannot, listen for those that cannot hear, see for those without sight, and have the ability to say, "You did that, not I."

I want to have a career/life that includes constant learning and improvement for myself, but that also creates an atmosphere of pleasurable learning and improvement for others. I choose to focus upon being effective versus efficient. I choose to be a good person and make a difference in this world.














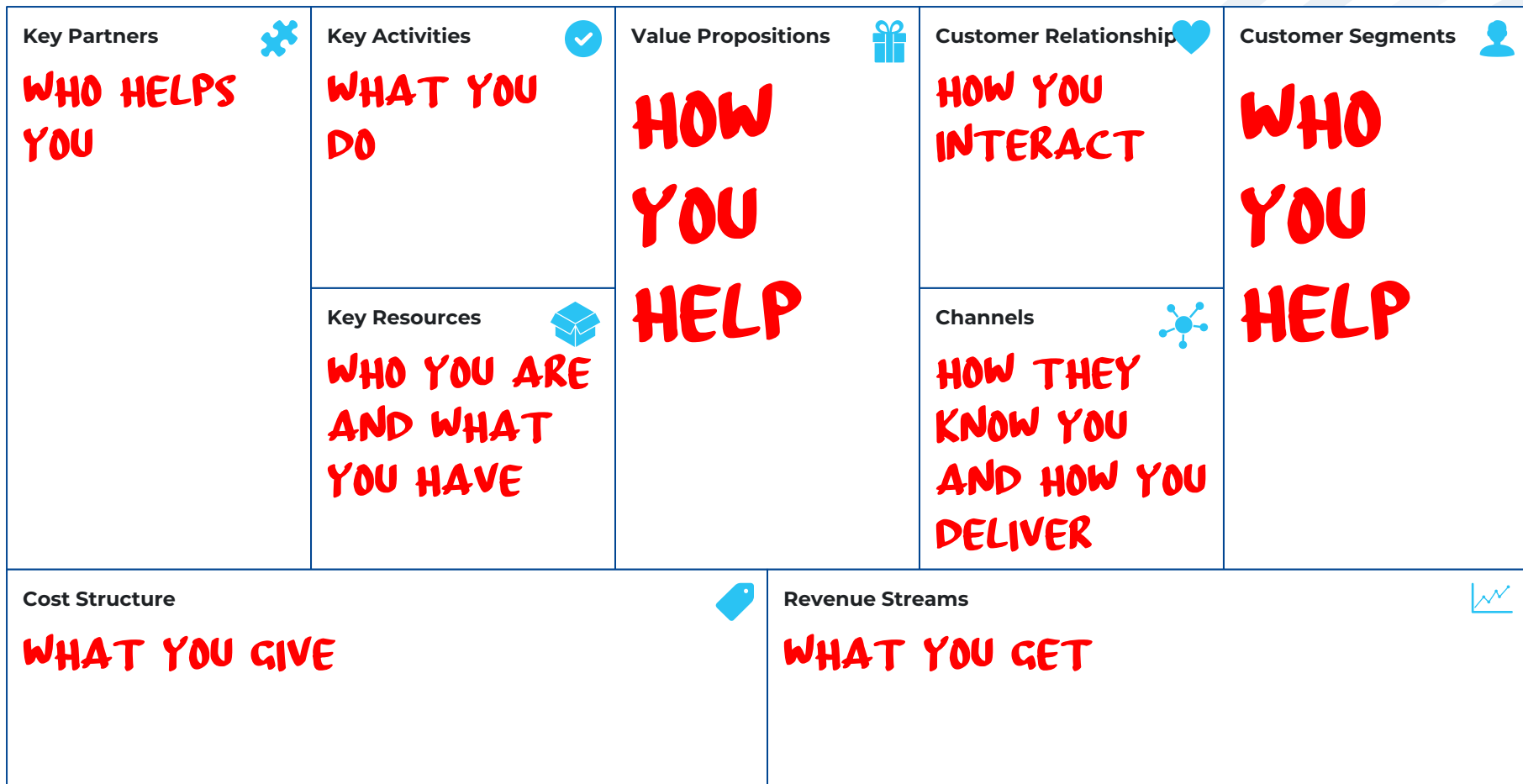
3.

Business Model










High Level Plan for Operating.

Business Model Canvas

Key Partners Insert your content 	Key Activities Insert your content 	Value Propositions Insert your content 	Customer Relationships Insert your content 	Customer Segments Insert your content 
Key Resources Insert your content 			Channels Insert your content 	
Cost Structure Insert your content 		Revenue Streams Insert your content 		

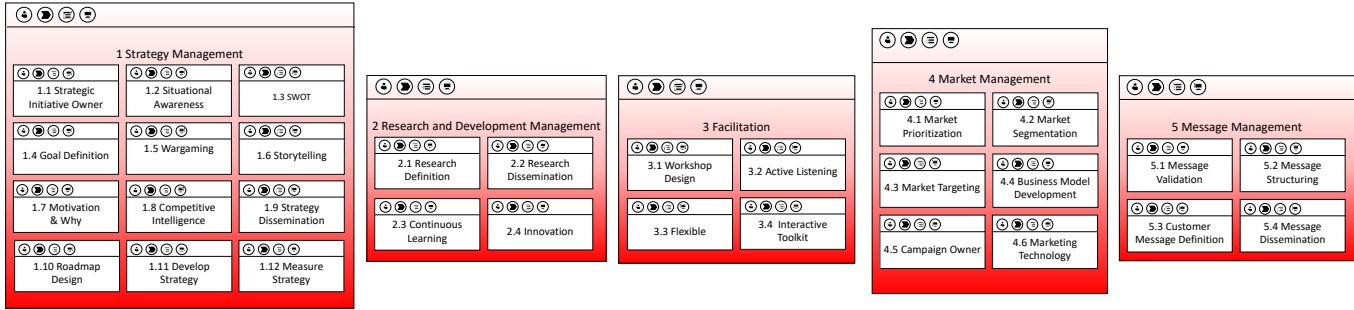


Business Model Canvas

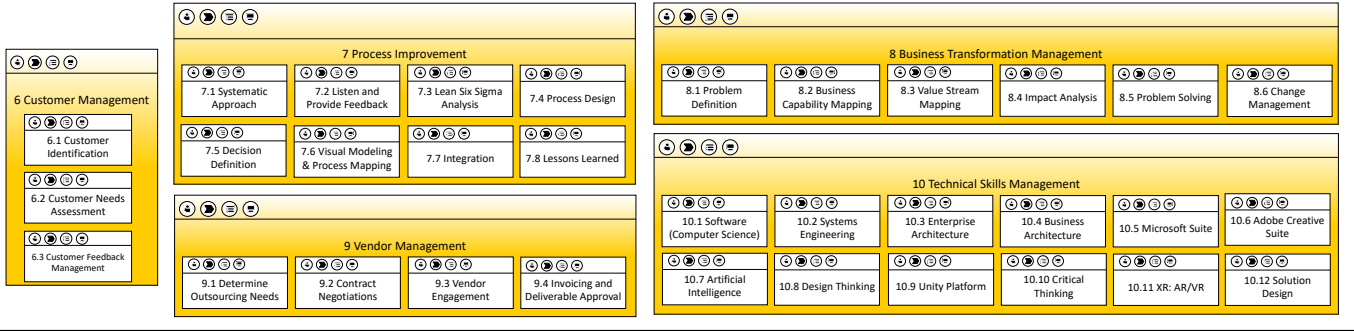
Key Partners  Mentors Therapist Friends Big Brothers Big Sisters Org	Key Activities  <ul style="list-style-type: none">• Research and Development<ul style="list-style-type: none">• Continuous Learning• Innovation• Update existing products• Marketing<ul style="list-style-type: none">• Strategy (How I sell ideas)• Benchmark• Communications• Process<ul style="list-style-type: none">• Systematic approach to problems• Listen and Provide feedback• Service<ul style="list-style-type: none">• Handling Problems• Lessons Learned	Value Propositions  <p>A) Good reputation; people want to work with me; bring in business</p> <p>B) Will help out on anything (will make time for projects even if I am not on them)</p> <p>C) Innovative solutions that are practical and real world-driven; provide a creative launch-point</p> <p>D) Provide focus/clarity, can link strategy to execution, speak simply</p> <p>E) Through listening to others, ask the right questions and clear paths to enable goals</p>	Customer Relationships  <p>A) Personal assistance (interact)</p> <p>B) Ccommunity, personal assistance</p> <p>C) Co-creation (involve in design and end-product)</p> <p>D) Personal assistance, automated</p> <p>E) Virtual, web</p>	Customer Segments  <p>A) Supervisor</p> <p>B) peers</p> <p>C) Clients</p> <p>D) Senior Management</p> <p>E) Community</p>
Key Resources  <p>Physical: computer, phone, monitors, desk, VR headset, cameras, lights, microphone</p> <p>Software: Adobe Suite, MS, Google Suite, igrafx, EA</p> <p>Intellectual: Storyteller, BA/EA knowledge, Process improvement methodologies, change management, IT experience</p> <p>Human: Team Members, IT support</p> <p>Financial: Funding through job, my income</p>			Channels  <p>Slack</p> <p>Email</p> <p>Phone</p> <p>Web site</p> <p>Platforms (zoom, webex, etc)</p> <p>Youtube</p> <p>LinkedIn</p>	
Cost Structure Values-driven (must provide value to the customer)	Revenue Streams   <p>Transactional (work)</p> <p>Fixed-priced (my services)</p>			

Capability Map

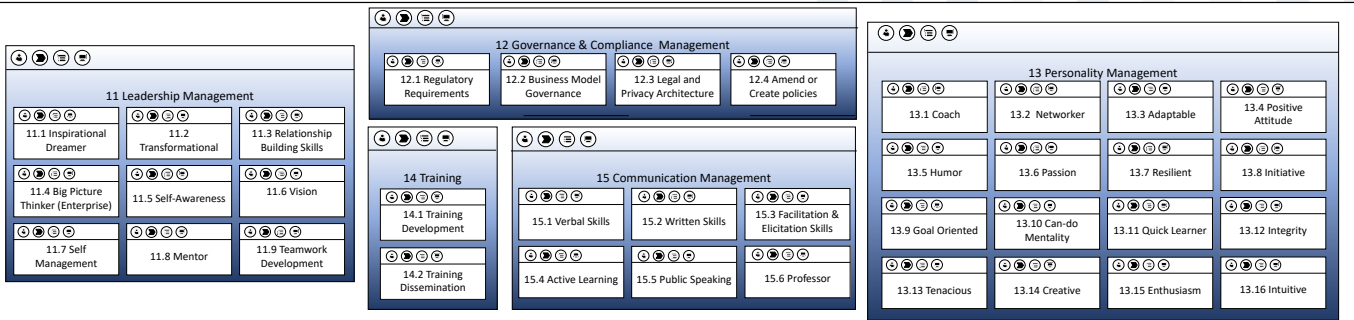
STRATEGIC



CUSTOMER FACING



SUPPORTING



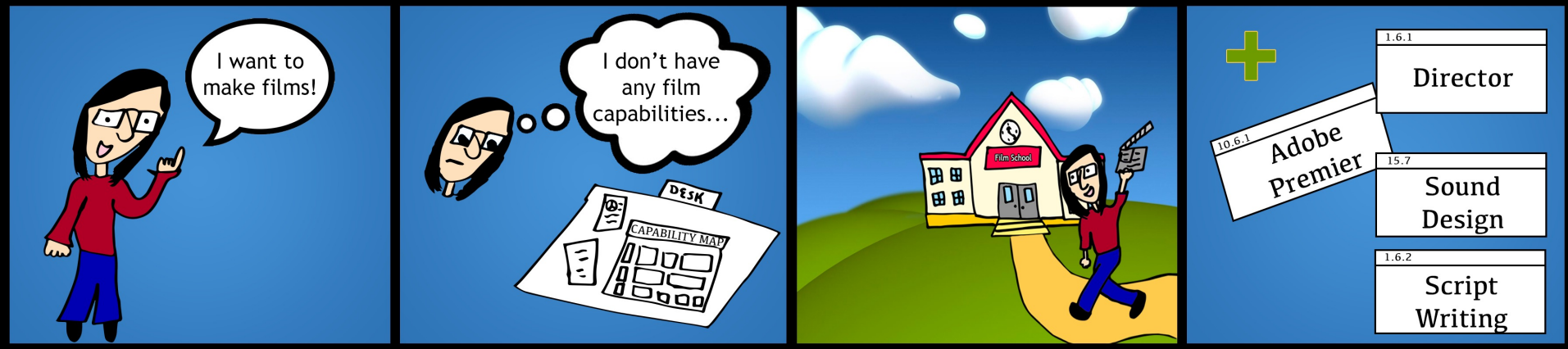


4.

Capability Map

What can I do? Helps analyze potential.

Adding Capabilities

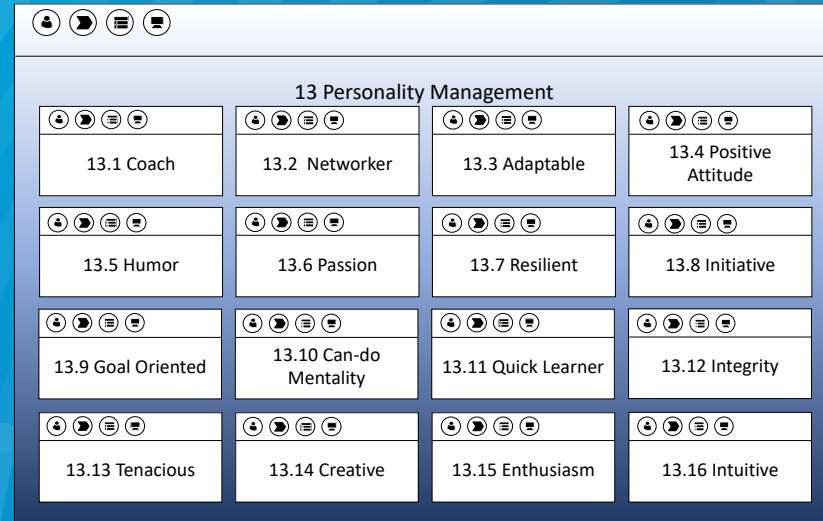


5. Branding

Self Marketing: How are you Unique? The what, how and who of you!

Kathleen's Mission

Support and elevate myself and those around me by being a source of inspiration through offering kindness, optimism, entertainment and playfulness to everyone I meet.



Kathleen Walsh



Game Changer

Creative Tenacious Leader

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Kathleen Walsh



Playmaker

Intuitive Networker Big Picture Thinker

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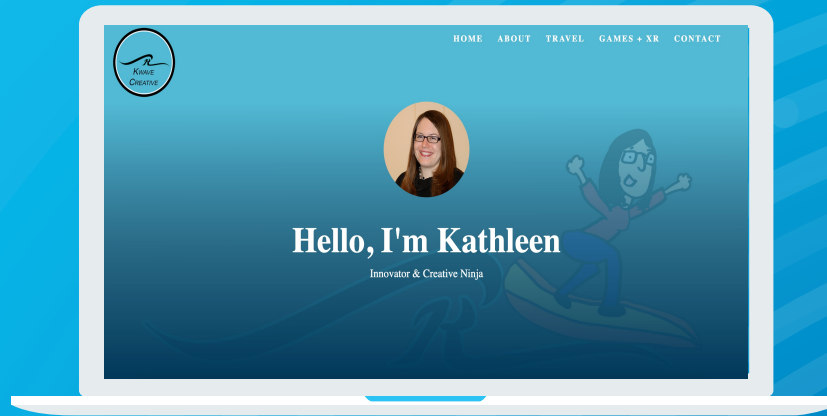
in
linkedin.com/in/kathleenwalsh



<https://youtu.be/zDapeIJR8MU>

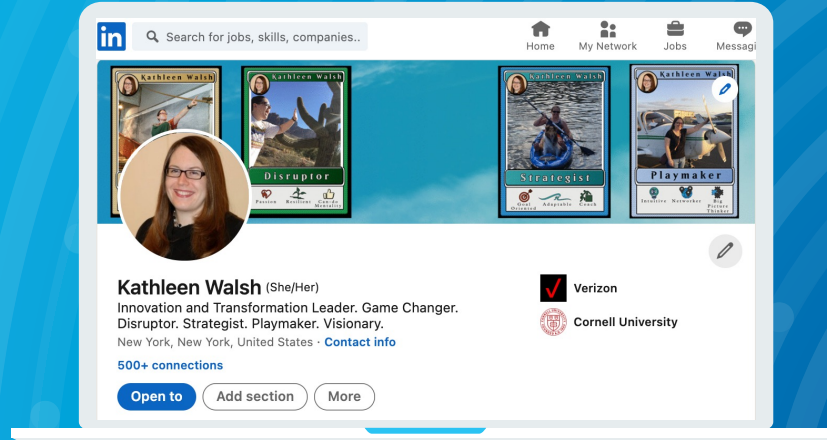
Stand Out.

How do you want to tell your Story?



<https://kwavecreative.com/>

My story showcases the roots of my ethics and values.



<https://www.linkedin.com/in/kathleenwalsh/>

Call to Action: Who are you?



Thanks!

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[YouTube](#)

Kwavecreative.com

