Note: You may recall that this Professional Development Series workshop took the place of our regularly scheduled Faculty Development Meeting.

The Professional Development Series workshop called to order at 5:00 p.m. by Dr. Rebecca R. Pauly, Faculty Development Committee.

Learning Objectives – By the end of this workshop, the audience will have:
- Refined their own personal brand
- Practiced and gained skills in articulating a personal brand
- Become aware of social media avenues to utilize, in order to enhance your brand

Definition of Personal Branding – Characteristics created around your name, individual attributes, skill set, and/or career accomplishments. It is a leadership requirement, not a self-promotion campaign. *If you don’t define your brand, someone else will.*

Highlights of the Event:
- Essential to have a personal brand
- Promise + Experience = Relationship
  - Brands are relationships developed over time
- Authenticity is critical to brand success
  - Gives clarity of purpose, increases self-confidence, and develops emotional resilience
- Promise + Experience = Brand
- Graceful Self Promotion

Activity – Developing Your Personal Brand Mantra:

1. **Determine Your Emotional Appeal** – for example:
   - Supportive
   - Encouraging
   - Go-to Person

2. **Determine Your Description** – for example:
   - Interdisciplinary
   - Faculty
   - Woman

3. **Determine Your Function** – for example:
   - Advocate
   - Administrative Professional
   - Researcher
   - Mentor

4. **Put It All Together – Core Message** (Message Mapping) – for example:
   - A Creative Faculty Advocate

The audience was asked to prepare a list of descriptive words to describe their personalities, such as:
- Supportive, interdisciplinary, administrative professional, etc.
  - Provide at least three definitions of supportive evidence for each descriptive word.
Dr. Mark Hoffman, Director, Center for Health Insights, gave a presentation on the importance of using social networking tools, such as the following to advertise your brand:

- Google Scholar
- Pinterest
- You Tube
- Twitter
- Research Gate
- Mendeley
- Klout
- Facebook

Dr. Hoffman also encouraged the audience to build out a social network, ask about others’ work, as well as communicate your own. Your brand will help draw other people to your body of research.

- Use a consistent visual
- Be selective about what you share in the social media
- Google Analytics
- Create profiles; update after major events; tweet and share generously (other’s successes) and reciprocation should follow
- Share about yourself sensibly.
- Professional headshot

The next Faculty Development Meeting is scheduled at 4:30 p.m., Monday, May 19, 2014 in the School of Medicine Dean’s Large Conference Room, First Floor, M1-108.

Adjournment: The Professional Development Event was adjourned at 6:00 p.m.

Respectively submitted,
John W. Foxworth, PharmD
Chair, Faculty Development Committee, and Asst. Dean, Faculty Development