



LinkedIn for CEOs Video 3:

## Challenges to Building Your Brand

Thanks for joining me here today for the third in our series of videos for CEOs about recruiting.

My name is Judy Schramm, and I'm the CEO of ProResource, a social media agency that works with CEOs to help you build a strong personal brand and then use social media to make faster progress towards your business goals.

In the first video, we talked about why your personal brand is important and how you can use your brand to support your company's recruiting, so you attract and hire the very best candidates.

In the second video, we talked about the specific steps you can take to do that.

Today, we're going to talk about some of the challenges to putting your brand out there.

We've been doing this for a long time, more than 10 years, and while CEOs tend to get the value of personal branding, they also have some interesting reasons for not doing it.

First is that many CEOs are introverts. They want the focus to be on their team, on their products, and not on themselves. But when you step into the CEO seat, you are the face of the company. And while you can certainly make sure other people are doing the speaking and talking to the press, at some point it's your role. It's your vision, you're the leader, and at a minimum you need to put your story out there so people can learn what you've created and so you attract the right people, even if that is other introverts like you.

Another common reason is "I don't know what to say." While some CEOs are very intentional about branding and have given a great deal of thought to what their personal brand is and what their company brand is, other CEOs are just focused on running the business. It's hard for them to articulate what their brand is.

If that's the case for you, you should still be able to do what we talked about in step 1 in the last video – create a strong LinkedIn profile that tells your company's story. You know your firm's value proposition, who you help and how you help them. You can talk about your traction and your founding story.

If you have trouble articulating your leadership style or culture, here are two shortcuts. The first is to ask your employees what they like about working for your company. Just shoot off an email and see what you get back. If you are not comfortable asking everyone, just ask a few people.

The second shortcut is to talk about the things that matter to job seekers. You might take them for granted because you've always done things this way. But employees value them. According to a 2017 study, this what candidates want to see in a company culture is (and this is in priority order). I'm going to read this to make sure I get it right.

- Competitive compensation packages
- Emphasis on work-life balance



- Advancement opportunities
- Collaborative environment
- Training/continuing education
- The organization's ethics
- Work-from-home options
- Ease of commute
- Fun company culture
- Access to emerging tech
- Sense of camaraderie

Another survey, a Gallup survey in 2017, asked Millennials specifically what would they change their job for. Here's what they said, again, this is in priority order.

- Paid vacation
- Flextime
- Other insurance
- Flexible location
- Student loan reimbursement
- Tuition reimbursement
- Paid maternity leave
- Paid to work on independent projects
- Professional development programs
- Paid paternity leave
- Child care reimbursement

Across those two lists, I'm sure you offer some of those things. So let people see that you do that.

The next issue is that CEOs are worried about competitors seeing what their secret sauce is with regard to company culture. And I understand that. But if you are hiding your culture, you're not visible to job candidates either. You don't have to reveal everything. But say enough that the people you want to attract can appreciate what you do.

Another issue is that you might change what you are offering, or that it isn't available to everyone. You can always update your profile if your policies change. Everything on there can be changed. But if it isn't available to everyone or if you think you might be changing things soon, then maybe that's something you don't mention.

Another concern is what if it works too well and you are inundated with job applicants. I know, some of you are laughing. But that can be a problem. With the average job getting 250 applications, having more can be a burden. But think about the upside. The more applicants you have, the pickier you can be.

And then the final issue I hear a lot is "I don't have time." In the next video we're going to talk about what can be delegated or outsourced, and how you can create simple systems and processes for building your brand. Because as desirable as all of this is, you don't have a lot of time to put into it. So



how can you make it happen without creating more work for yourself. That's what we'll talk about in the next video.

As with the previous videos, if you would like to share this with your leadership team and your hiring managers, that's fine. We're happy to have you share it.