

It's 'Accrual' World: Personal Branding for Accountants



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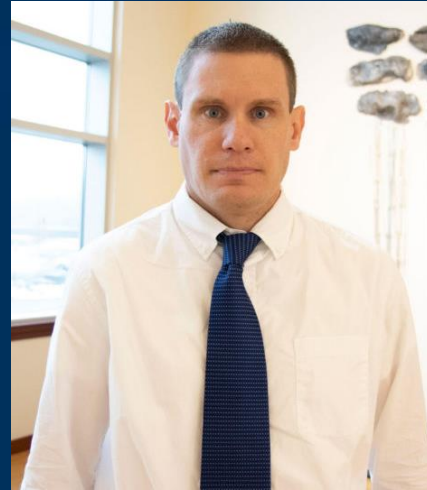


The Association of
Accountants and
Financial Professionals
in Business

Featured Presenters



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Agenda

1. Introduction
2. What is Personal Branding
3. Why is it important?
4. Personal branding tips
5. Conclusion
6. Key takeaways



Introduction – What is your Personal Brand?

- The impression others form when they think of you.
- Personal brand development is key to achieving both personal and professional success!
- Developing a personal brand in today's digital and fast-moving world is a necessity, not an option.
- No longer just the purview of the rich and famous.



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Introduction – What is your Personal Brand?

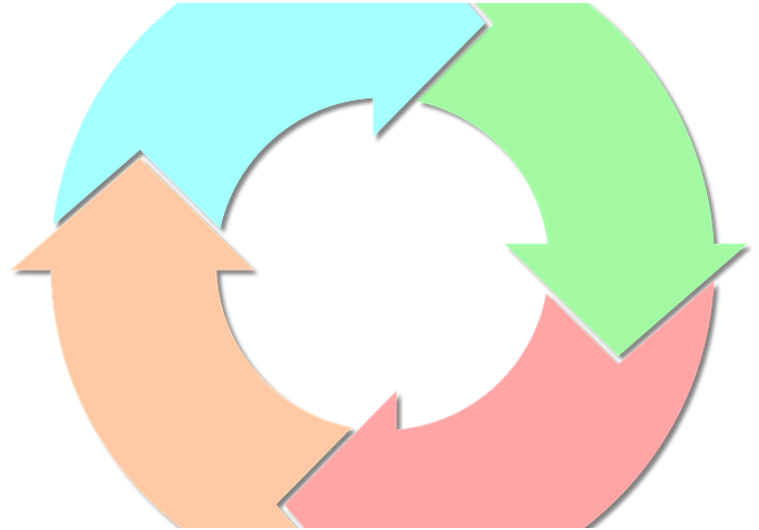
- A recent google search of “personal branding and CMA” returned 16.7M hits!!
- A 2022 content analysis of the literature revealed the top four most common key words associated with personal branding were “action,” “life satisfaction/happiness,” “differentiation,” and “positioning.”
- For more information on key words, see: <https://www.sfmagazine.com/articles/2023/june/defining-your-personal-brand>



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Personal Branding as a Process

- Most things in life involve a process/journey.
- Good ideas/opportunities must be recognized/seized.
- Resources must be given up/exchanged for equal/more valuable resources.
- Target audience is important (can't be all things to all people).



Key Attributes Associated with Personal Branding

- Preparation
- Ability to visualize
- Holistic vision
- Focused goals/intentions
- Passion
- Enthusiasm
- Determination
- Definite actions
- Discipline
- Perseverance
- Positivity
- Not becoming complacent



Poll Question 1:

Which is the most important key attribute of personal branding to you?

- a. Focused goals/intention
- b. Definite actions
- c. Not becoming complacent
- d. Other

Poll Question 1 Results: (Placeholder)

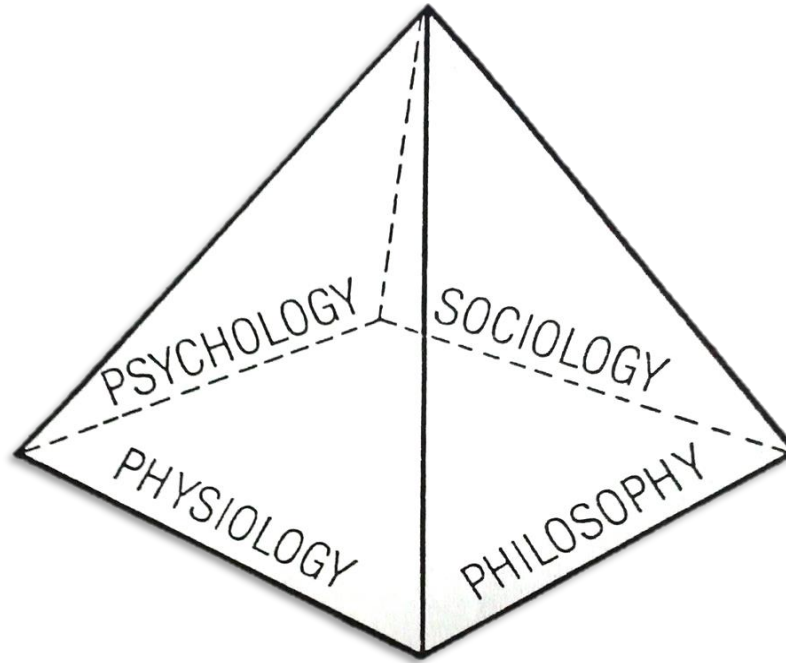
Why is it Important?

- Understanding the variables that comprise personal branding can enable and empower accountants to proactively create their own personal brand.
- The factors that comprise personal branding can be distilled down into four areas: psychology, sociology, physiology, and philosophy.
- On the next slide, we present a pyramid containing the balance between these four areas.



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Life Balance Branding Model



Life Balance Branding Model

- The pyramid signifies the balance that is necessary to be successful in any project, endeavor, or simply in one's life.
- A pyramid may collapse if just one side gets significantly out of balance.
- By using this model, an individual can determine if a side is out of balance and take corrective steps



Life Balance & Personal Branding

- Life balance is the concept of managing different life segments with the goal of equilibrium
- Goal is also to create synergy (2 or more segments combined producing a greater effect than the sum of their parts)
- Content analysis of various life balance models revealed that all factors could be included in the four sides of the pyramid



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Poll Question 2:

Which of the four sides of the pyramid do you think are most important?

- a. Psychology
- b. Physiology
- c. Philosophy
- d. Sociology

Poll Question 2 Results: (Placeholder)

Which personal branding traits fit into each side of the pyramid?



Physiology (Body)

- Nutrition/water
- Rest/sleep
- Exercise
- Grooming (cleanliness)
- Posture
- Clothing
- Smiling / laughter



Psychology (Mind)

- Reading
- Education/knowledge
- Games/Puzzles
- Professional Development
- Growth mindset
- Courage
- Self-confidence
- Sincerity/honesty
- Concentration
- Self-control
- Authenticity



Sociology (Relations)

- Networking
- Family
- Friends/companionship
- Coworkers/mentors
- Followers (customers)
- Organizations
- Collaboration
- Diversity
- Culture (subcultures)
- Golden Rule



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Philosophy (Soul)

- Enjoyment of life
- Religion/faith/belief
- Praying/meditation
- Ethics/morals/integrity
- Giving/charity
- Leaving a legacy
- Truthfulness
- Frugality/simplicity
- Fairness/justice
- Equity



Poll Question 3:

Which of the following statements is true with respect to building one's personal brand?

- a. A personal brand is never stationary, it is always either evolving or devolving.
- b. It is better to hire a marketing firm than attempt to manage one's own personal brand.
- c. The best way to build one's personal brand is to spend lots of money controlling one's image.

Poll Question 3 Results: (Placeholder)

Key Takeaways

- Demonstrate love and passion
- Inventory and evaluate strengths and weaknesses
- Write a unique value proposition
- Recognize and seize quality ideas, opportunities, and experiences
- Visualize focused intentions/goals for continuous improvement



Key Takeaways

- Take enthusiastic and frequent actions with love.
- Differentiate and position yourself to grow your target audience via multiple touchpoints
- Establish good habits, hope for luck, but strive for balance.
- Play, have fun, and laugh a lot!
- Keep a journal, share your story, evaluate, and reflect



Poll Question 4:

What are your key takeaways from this session?

- a. How to build a more effective personal brand.
- b. Understanding the components of personal branding.
- c. Both
- d. Neither

Poll Question 4 Results: (Placeholder)

Conclusion

- Personal branding is an ongoing, evolving process. It is never stationary!
- Be sure you control your brand. Don't allow others to control it for you.
- Leverage digital spaces and tools.
- Search your name online – see what's already “out there”
- Consider use of a SWOT analysis for your personal brand



“ *If you don't give the market the story to talk about, they'll define your brand's story for you*”

David Brier

“Branding is what people say
about you when you're not in the
room”

Jeff Bezos (Amazon)

Questions and Answers



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Thank you!



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