



Top 11 for 2011

By William Arruda, Reach Personal Branding

Keeping your eye on the future direction of personal branding will help you remain visible and vital no matter what kind of work you do. For the past few years, I've identified trends related to personal branding and the best techniques for building your brand. In 2010, video was the primary theme. Once again for 2011, video remains a focus of many of the trends that will drive your personal branding decisions and actions. In fact, video plays a major role in five of the eleven trends below.

1 - Anywhere Hiring



Anywhere Hiring

As companies increase hiring after the global recession eases, they will be more open than ever to bring on ideal candidates regardless of where they are located. Driven by leaner budgets, years of successfully working off-site and ever-improving technology, we'll see a marked increase in the number of people entering and reentering the workforce who are not co-located with their team. This trend will make offices slimmer and commutes shorter, but it will cause us to rely on technology even more to build our brands to both get the jobs and to remain relevant and compelling while in them. When I deliver a keynote and entertain questions, I'm often asked "How do I build visibility with my team when I work at home and rarely see my colleagues?" Video is the answer.

Video will be a particularly critical tool for interviewing remote candidates and a vital medium for communicating your message and building your identity with colleagues.



More on this trend > <http://budurl.com/anywhere>

2 - Homecasting



Homecasting

Anywhere Hiring (#1 above) will set the stage for Homecasting, or making your home office a ready-to-broadcast studio from which you can communicate with colleagues and clients wherever they live and work.

In real estate listings, it has become common to see 'HO' for home office as a selling feature. In 2011, look for this abbreviation to grow to "HOS" for Home Office Studio. As more and more of us work from home at least part of the time, a separate home office has become almost as important as a bathroom! And with the move to all things video, the home office will now become a 'set,' giving new meaning to the real estate term home staging. Home offices will be equipped with video equipment designed to ensure high quality audio and professional looking backgrounds for synchronous and asynchronous video communications.

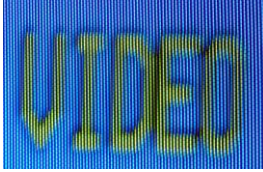
Skype has been the basic mode of video connections for a long time. Recently, Cisco announced the more robust Telepresence for the home - called UMI. Homecasting systems will become less expensive, higher quality and more pervasive, highlighting the inferiority of email and telephone calls for communications of all kinds.

Home Set Home!



More on this trend > <http://budurl.com/homecasting>

3 - VIDmail



VIDmail

Email is so last decade. Good riddance because email is one of our weakest forms of expression. Words only account for about 7% of a communication and words are pretty much all we have to work with email. As video becomes easier to create and distribute, it will eventually replace the ubiquitous text-based email that we've been using for about 30 years.

Look for changes to existing email software and new products to support this evolution from text to video.

VideoBIO currently allows you to put your video BIO in your email signature. And there are new companies and offerings springing up such as Talk Fusion that make it possible to easily build and send video email, or VIDmail. Look for more of these services and emails integrated with text, images and video.



More on this trend > <http://budurl.com/vidmail>

4 - Pret-a-Regarder



Pret-a-Regarder

In the Mad Men '60s and Mary Tyler Moore '70s, the dress or coat and tie "uniform" was just about mandatory. During the 80s, we loosened up and created casual Fridays when we acknowledged that formal clothes don't necessarily make the employee. In the '90s and '00s, every day became casual in many workplaces, especially if those workplaces were the spare bedroom or dining room table.

Well, get ready for the fashion needle to swing back a bit as we move into the next decade thanks to the need to be camera ready for all those video communications that I've been talking about. If you work from home, the days of working in your pajamas are numbered. But no need to stow the shorts and flip flops since we'll mostly homecast from the waist up.



More on this trend > <http://budurl.com/readytowatch>

5 - Personal Branding Infused



Personal Branding Infused

In 2011, my company, Reach Personal Branding will turn ten. For our first few years in business, talent development executives were leery of personal branding. In fact, many thought personal branding would 'make their employees too valuable and incented to leave the company.'

Today, personal branding is a topic that is understood and appreciated by talent development professionals around the globe. Companies realize that the 30-year, one-company career is a relic and that their employees are constantly considering their next professional moves. HR leaders understand that a better way of retaining talent is to increase engagement and help employees apply what makes them exceptional to what they do and how they do it.

In the coming years, personal branding as a development tool will grow from standalone programs (the current norm) to fully integrated learning systems. This means there will be elements of personal branding included in soft skills training at all stages of the talent grooming cycle - from new-hire orientation through leadership development. As you participate in development programs in the coming year, listen to how many times you hear references to your personal brand.



More on this trend > <http://budurl.com/pbinfused>

6 - Web Purity



Web Purity

Combine the growth of online social networks, the ease of creating your own Blog and omnipresent internet connectivity, with the pressure to be online looking for jobs, connecting with friends and available to colleagues, and you can see that the web has become a really crowded and noisy place.

Only a couple of years ago, when you googled me, “William Arruda”, all the results were about me. I have a fairly unique name (thanks dad!). But now, a Google search reveals that there’s a teacher, a cop, a fireman and a bodybuilder who share my name. You have likely seen the same when you google yourself. This creates confusion for those who want to learn about you – making it hard for them to know if you are the John Smith who ran the Boston marathon or the one who was accused of insider trading.

Services will become available to help you stand out from others with your name. In 2010, Vizibility launched – offering the opportunity to build a ‘Search Me’ button that you can use to share pure Google results with your contacts. Look for more products and services that will help you – especially those of you with a common name – showcase accurate and relevant content.



More on this trend > <http://budurl.com/webpurity>

7 - 3-D PB



3-D Personal Branding

As blended search becomes the norm and web researchers demand more multi-media content, having images, video and real-time content will become more and more important to those who are researching you. People who look you up on the web can get a true 3-D view of who you are and what you have to offer through the power of multi-media. That means Flickr, YouTube and Twitter will become even more important. And new tools that integrate all forms of media will become available.

Career-minded professionals will be more likely to take photos and shoot video at meetings, events and conferences. Documenting what you do and making it available on the web will become a part of your job.

For personal branding, multi-media is critical. It provides the opportunity to build emotional connections with people who are making decisions about you. A picture is worth a thousand words and video delivers a complete communication. Those who make the most of this will stand out from their peers.



More on this trend > <http://budurl.com/threedpb>

8 - Personal Portals



Personal Portals

Many of you have spent time in the past several years creating a LinkedIn profile, building a Blog, creating a Twitter bio, friending on Facebook, etc. This has fractured your brand to various sites all over the web. There's the Facebook you, the YouTube you and the Twitter you, etc. Each person who connects with you via one of these sites, sees only one facet of the gem that is your brand. This has made it challenging to provide the complete story about who you are and what you do.

Enter personal portals.

Personal portals, such as about.me and flavors.me are a new category of online tools that allows you to link all the different facets of your brand in one place. They let you create one customizable web page that connects all your profiles from various social networks. This allows you to develop a custom design using your personal brand identity system (color, fonts, images, etc.) to serve as your personal home page.

For many, these "hub you's" will replace the need to have a personal web site. It will become the one place you reference on your resume or in proposals, etc. The plethora of personal portals portends the end of personal brand schizophrenia.



More on this trend >

<http://budurl.com/personalportals>

9 - RevYOUs



RevYOUs

Visibility is important in personal branding; credibility is even more important. One of the best ways to build credibility is to have others speak for you. The 'Like' feature has been a part of sites such as YouTube and Blogging software for a long time. LinkedIN has provided the opportunity to get recommendations from network members for years. Some users of the online 360Reach personal branding assessment (Disclosure: 360Reach was developed by my company) have told me that they bring their 360Reach report to job interviews to show hiring managers the feedback they received from managers and colleagues. Soon, there will be a number of services that focus primarily on reviewing professionals. Think about these services like Trip Advisor for people.

Angie's List allows you to evaluate and recommend service-providers, Lawyers.com provides peer review information and Honestly.com allows you to anonymously evaluate your Facebook friends and LinkedIN network members.

Recommendations and testimonials have always been a part of the job search process and a tool for making decisions about prospective consultants, colleagues and business partners. Now, there will be a new class of tools that will make reviewing and evaluating reviews easy.



More on this trend > <http://budurl.com/revyous>



10 - Human Augmented Reality



Human Augmented Reality

Wikipedia defines augmented reality as a live direct or indirect view of a physical real-world environment whose elements are *augmented* by virtual computer-generated sensory input such as sound or graphics.

I predict that the vast amount of information about people on the web that has been built up over the past several years (thanks to all the personal branding we have been doing) will spawn human augmented reality. Run your mouse over the photo of someone and you will be able to learn where they live, who their employer is, where they currently are, their interests, what they are reading, what they Blog about, etc.

Although this is a long-term trend, it seems likely that we will start to see different aspects of human augmented reality in 2011 – making it important for you to decide what parts of your brand are relevant and to ensure your online content is up-to-date.



More on this trend > <http://budurl.com/humanar>

11 - Google Gatekeeper



Google Gatekeeper

Good grades and high SAT scores won't be enough to get you into your college of choice. In fact, according to a November 2010 study by Kaplan, 9% of business schools, 15% of law schools, and 14% of medical schools are already using social networking sites to help evaluate students during the admissions process. Digital dirt or a lackluster online brand may close the ivy-covered gates where there's fierce competition for limited enrollment. This trend will increase in the coming years, making online personal branding almost as important as academics to those aspiring to attend college.

With Google - the new reference check - being part of admissions process, high school guidance counselors will have to get up-to-speed on personal branding and all things Web 2.0. There will be courses to help them understand how to build stellar online profiles and special services focused on this market to ensure students' online brands support their higher education aspirations.

If you are currently filling out college applications (or your children are), time spent building your brand in bits and bytes may reap the ultimate reward - an acceptance letter from your school of choice.



More on this trend >

<http://budurl.com/googlegatekeeper>



About William Arruda



Dubbed the Personal Branding Guru by the media and clients, William Arruda is an entrepreneur, public speaker and author. He is the founder of Reach Personal Branding and author of *Career Distinction*. William is credited with turning the concept of personal branding into a global industry. You can reach him at williamarruda@reachcc.com.

About Reach Personal Branding

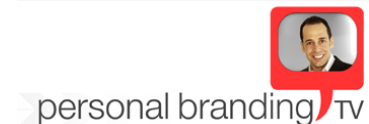
Founded in 2001 by William Arruda, Reach is the global leader in personal branding. Focused on the human side of branding, we deliver training, workshops, certification programs and assessments to large enterprise clients, small businesses, professionals and entrepreneurs throughout the world.

<http://www.reachpersonalbranding.com>

Planning to work on your brand in 2011? Use these resources:

Personal Branding TV

<http://www.personalbranding.tv> – the #1 multi-media resource focused exclusively on personal branding



The Personal Branding Blog

<http://www.thepersonalbrandingblog.com/>

YOUUnique - The Reach Personal Branding Newsletter

<http://www.reachpersonalbranding.com/newsletter/current/>

360Reach™ Personal Branding Assessment

Register for your free 15-day account at: <http://www.reachcc.com/360v4register>

Reach OnlineID Calculator™

Designed by William Arruda and Kirsten Dixson, authors of the bestseller *Career Distinction: Stand Out by Building Your Brand* (Wiley, 2007), this extremely popular and first-of-its-kind tool helps professionals assess their online identity.

<http://www.onlineidcalculator.com>



Hire a Preferred Reach™-Certified Personal Branding Strategist

Walter Akana is a Reach Certified Personal Branding and Online Identity Strategist and Career Coach who specializes in success! The founder of Threshold Consulting, he works primarily with mid-career clients on personal branding, career transition, and career/life planning. Walter also provides services through a major career services firm, and works on select Reach Communications projects. He can be found on Twitter, LinkedIn, and Facebook; he also blogs at Threshold Consulting, and is a contributor at The Personal Branding Blog. Previously, he served in professional training and development roles in commercial and investment banking. <http://www.threshold-consulting.com/>

Robin Bramman is a Preferred Reach Certified Personal Branding and Online Identity Strategist and Digital Media Coach who specializes in Chic Branding and Online ID solutions! The founder of ChicBrandID and Partner at SteelID, Robin works with high-achieving entrepreneurs in defining their brand and interactive strategies to increase her client's digital visibility. Robin can be found on Twitter, LinkedIn, and Facebook; she also blogs at her own site, and is a new contributor at the personal branding blog. Previously, she implemented online strategies for retail, healthcare, finance industries and at an Integrated Media Agency. <http://www.steelid.com>

Sue Brettell is a creative passionista specialising in re-brands for dynamic entrepreneurs and executives driven to make a positive impact in the world. Creatively versatile and an experienced Reach Strategist, Sue provides her clients with fresh distinctive identities that are equally attuned to their brands and to their target audiences. Focusing on online identity and white paper design, she is tech-savvy, innovative and intuitive, with exquisite attention to detail. Sue's ideal clients are like-minded people – visionary, pro-eco, spiritually inclined and/or socially conscious – who appreciate the value of well-crafted design and copy to leverage their value propositions. <http://www.id-creativesolutions.com/>

Randi Bussin, CCMC, MBA, is a Career Reinvention "strategist" and holds the Reach Certified Personal Brand designation. The founder of Aspire!, she partners with successful individuals, helping them find more meaningful work while reigniting the passion that has dimmed professionally. She guides them to a renewed sense of direction, an actionable career reinvention, and a personal branding plan. Reinvention can be a new career, a role more aligned to their values, an entrepreneurial pursuit based upon a passion, or a retirement game plan. Randi has changed careers twice, working in high tech, higher education, and is a serial entrepreneur. <http://www.aspireforsuccess.com/>

Susan Chritton, M.Ed., a National Certified Career Counselor, welcomes the challenge of working with attorneys and professional services executives in career angst or career transition. As a Career Strategist for Pathways-Career & Life Strategies, Susan utilizes Reach Branding strategies, combined with her skill as a Master Career Counselor, a Career Management Fellow and a Coach from the Hudson Institute to bring direction, creativity and

renewed enthusiasm to lawyers and professionals. Susan takes a client through the process of looking within to discover not just what they can do but who they are. <http://www.pathwayscareers.com>

Paul Copcutt is Canada's leading personal brand consultant, combining a passion for people with a realization that strengths and specialization are the keys to success. Experiencing corporate downsizing during the last recession, Paul knows what it takes to stand out in a depressed job market. This resulted in his gathering successful experience in biotech, consumer goods and executive recruitment in North America and Europe. Recognized by Forbes as a leading personal brand strategist globally he is a much sought after speaker and media resource, interviewed by Reuters, The Wall Street Journal and The Globe & Mail. <http://www.paulcopcutt.com/>

Kirsten Dixon is considered the authority on online personal branding for career and business success — a necessity when you are Googled before you are hired. As the coauthor of *Career Distinction: Stand Out by Building Your Brand* (Wiley), she's well equipped to help high-achieving professionals get clear on their unique value in the marketplace and articulate their benefits with stellar written communications, LinkedIn bios, thought leadership blogs, social networking strategies and more. <http://www.kirstendixon.com/>

Maria Elena Duron is skilled in making networks "work" and harnessing the power of word of mouth. She's a featured business coach on her affiliate CBS and ABC stations along with hosting teleseminars with *Your Brand Plan* and the *IT Coaches*. She acts as your "personal buzz agent" providing services and coaching where the focus is garnering the recognition and connections for success for busy CEOs, entrepreneurs and emerging leaders. Her company, Buzz2Bucks, provides online profile management services, social management and reputation management. <http://www.buzz2bucks.com/>

Maren Finzer works with aspiring women business owners, who want to feel passionate and creative about what they do, while reaching their income goals. Known as the Pacific Northwest's Personal Brand Strategist, she creates remarkable personal brands to help her clients become the business of choice. Three attributes that serve Maren well: contagious enthusiasm that inspires, creative marketing knack to help increase your differentiation and grab hold of the right customers, and speaking your language because she wears the same shoes. Maren has over 20 years of business and marketing experience, a marketing degree, and several Reach Personal Branding Certifications. <http://www.marenfinzer.com/>

Linda Fossum, CPCC, ACC specializes in working with corporate women who are overworked and underappreciated, helping them to become recognized and rewarded. Her clients learn how to balance three key factors – Visibility, Productivity, and Relationships. She uses Personal Branding as the cornerstone for her work. Linda's 27 years of corporate experience, energy, and creativity are perfect compliments to her client's desire for career success. Her energy and enthusiasm are catchy. Her ability to co-author personal strategic plans is uncanny. It's almost impossible to sit back and do nothing to build your future while working with Linda. <http://www.rechargeyourcareer.com/>

Rachel Gogos has more than 15 years of business and marketing communications experience, including a proven record of crafting successful branding strategies for her clients. What makes her unique? As an entrepreneur herself, Gogos has experienced the successes and pitfalls that come from starting your own business. She is committed to helping you maximize your strengths and brand attributes. Her consulting goes beyond brand strategy – to tactical advice on how to grow your business. She will help you take your business – and ultimately your life – to the next level. <http://www.thebrandid.com/>

Susan Guarneri is a Certified Career Counselor, Master Resume Writer, Master Personal Branding Strategist, and Certified Online ID Strategist. Need to change industries or careers? Want assistance with your personal branding, online identity, job search strategies, and self-marketing documents, such as your resume? <http://www.assessmentgoddess.com/>

Kristen Jacoway works with highly motivated professionals with manufacturing, sales, and/or marketing backgrounds. She leverages career marketing services that utilize the innovative methodology of the REACH 1-2-3 Success™ personal branding program to unearth what separates them from everyone else who has the same job title. She additionally works with career and life coaches in helping them discover their unique marketing position to create a branded on-line identity with website / blog development. <http://www.careerdesigncoach.com/>

Marcela Jenney is a globally expert entrepreneurial marketing and business coach and consultant with over 20 years of experience. Through her enthusiastic and high-energy approach, she partners with language service providers around the world as well as professionals from culturally diverse backgrounds to help them discover their unique skills and strengths. Her goal is to equip them with the tools to effectively communicate their value to attract more clients, look for new opportunities, and develop their own brand. She holds an MBA in marketing, is an internationally known speaker and frequently published author, and is bilingual in Spanish and English. <http://www.latitudescoach.com/>

Tara Kachaturoff is a high-energy creative business strategist who works with entrepreneurs who want to create more visibility and credibility for themselves and their businesses through implementing a variety of personal branding and marketing strategies. Working exclusively with high-performing motivated entrepreneurs, she inspires her clients to optimize their most valuable assets – their vision, values, strengths and talents. She provides information-packed, quality-oriented insight that inspires and enlightens. She is Michigan's first Reach Certified Personal Brand Strategist and Online Identity Strategist. Tara also produces and hosts Michigan Entrepreneur, a weekly television talk show featuring entrepreneurs from startup to stellar. <http://tarakachaturoff.com>

Frankie Mao is Singapore's rare Personal Branding Strategist and Career Coach who specializes in working with Middle to Senior Level Executives to accelerate to their Top Executive Positions. A Visionary who is always creating possible futures with his clients, Frankie (a successful ex-finance executive) wants to help these individuals (including Expatriate Executives) to avoid BURNOUT and instead achieve BALANCE in their Personal Lives and LONGEVITY in their Professional Careers. Acknowledged as the 1-2-3 Success Coach, his coaching approach of extract- enable-empower is a simple, and yet intense and

powerful way of assisting his clients achieve their desired results and successes.
<http://www.executivesbranding.com>

Valerie Sokolosky specializes in leadership development through Personal Branding and Professional Presence. Her company founded in 1981 has received national recognition in the Wall Street Journal, Glamour and Washington Post, to name a few. Valerie uses her engaging style to ignite the spark of enthusiasm in clients to create a strong leadership presence and personal brand that differentiates them in the marketplace, thus creating greater success for themselves, their teams and their organizations. With over two decades of coaching Valerie's motivating guidance has successfully identified high-potential change agents and prepared them to move their careers forward. <http://www.valerieandcompany.com/>