

Building A Professional Brand

Learnings from 30 years as a psychologist

Dr. Olaf Ringelband
Hamburg, Germany

My career

- 1978 University of Hamburg, Germany - Psychology
 - Clinical Psychology
- 1984 M.Sc. Psychology - thesis in Cognitive Psychology
 - Work in psychiatric hospital
 - Working on my Ph.D. in Cognitive Science
 - Helping hand for empirical data evaluation
 - Work in private practice
 - Started working as a trainer/consultant
 - Translated a book, wrote article for newspapers and magazines
- 1991 Ph.D. Cognitive Psychology
- 1992 md gesellschaft fuer management-dagnostik
- 2002 Managing Director ...but also: teaching at Hamburg University, Business Angel for a startup, expert for evaluating research grant applications for the European Union, writing research papers, speaking at conferences

Lesson to learn

- Some people need to try out a lot of things in order to find out what they want
- Don't be afraid to get sidetracked—eventually pieces will fall into the right places

Why do you need to become a brand?

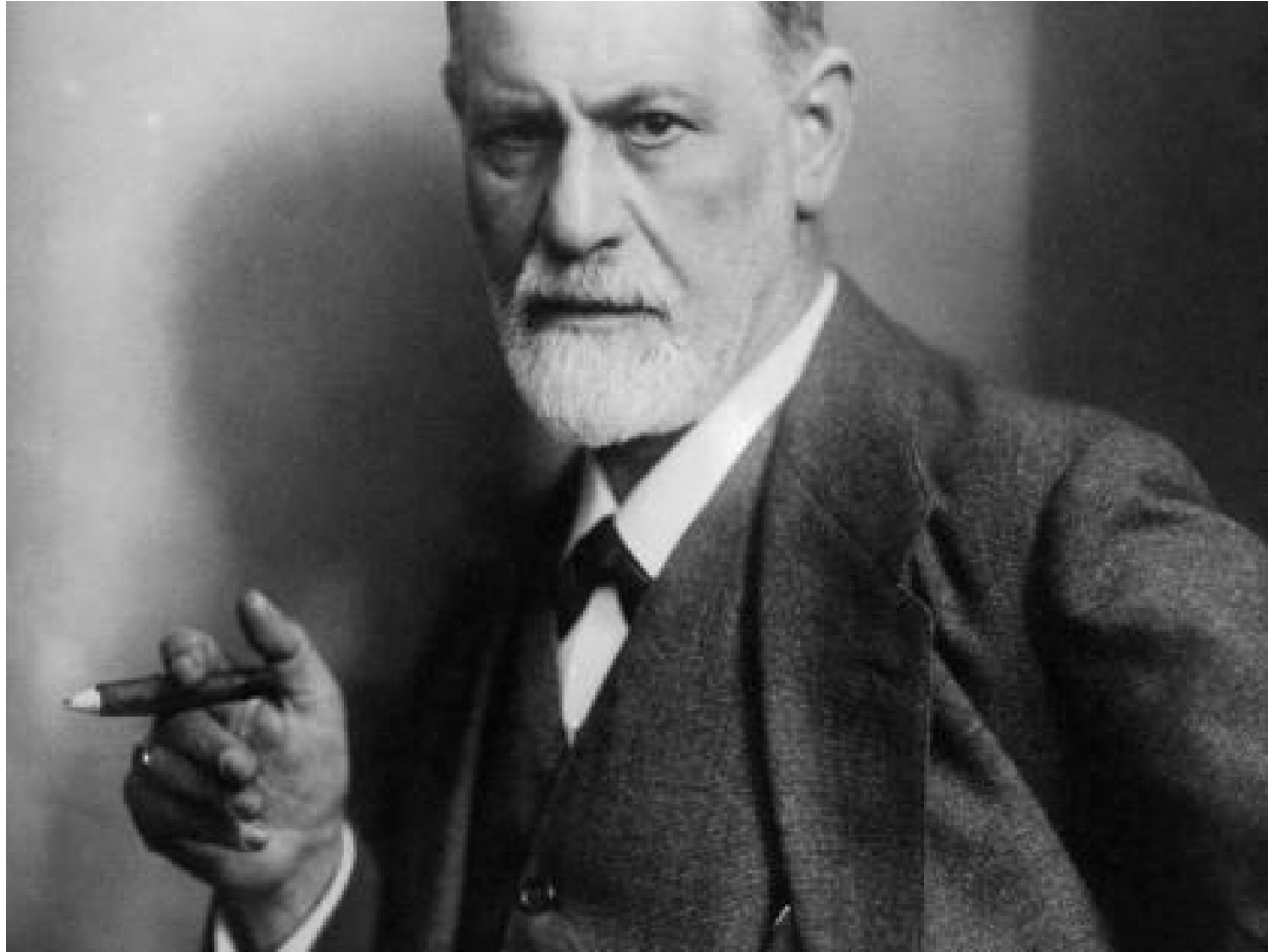
- Reputation matters - you are what others are seeing in you
- We, as psychologists, are highly skilled—but professionalism is **perceived competence**
- Being a pro is fun

As a consultant as well as within a company

- Psychologist/HR do have a poor reputation in organisations

How do people perceive psychologists?

Freud



Therapy



Therapist



Brain Doctor



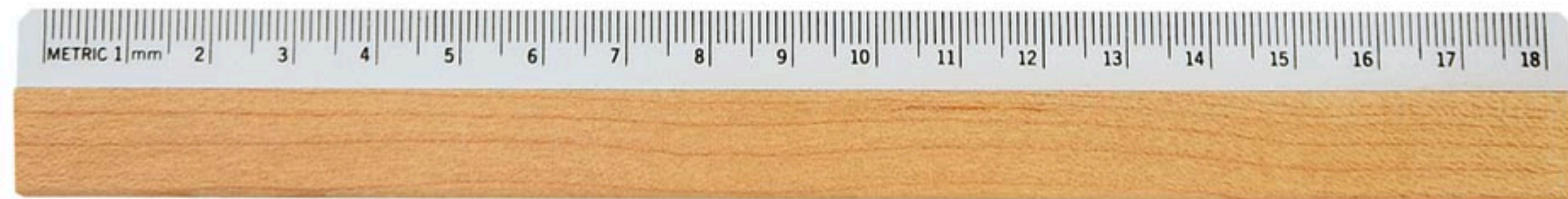
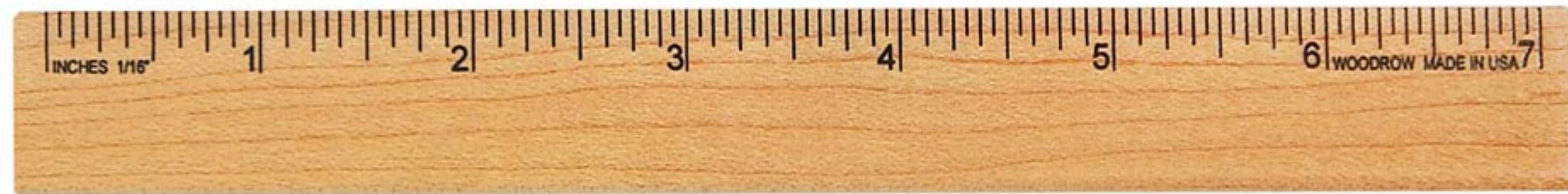
X-Ray eyes for people



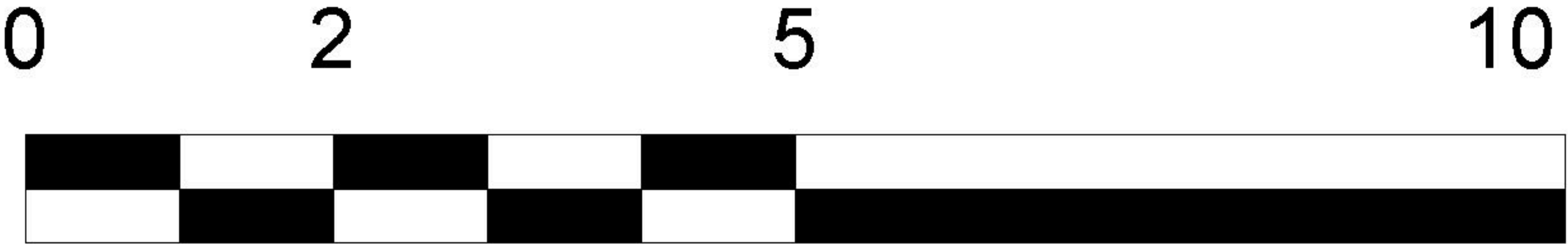
Crazy themselves



How useful is Psychology in practise?



Make your vote!



Philosophy
Extraterrestrial Biology

Mechanical Engineering
Nursing

Psychology is great!!

We can...

- ...ease physical and emotional pain (often equal to drugs' effects)
- ...create workplace environments that enhance performance and well-being
- ...teach people how to build up satisfying relations (in workplace and in private life)
- ...can explain people's weird and counterintuitive behaviour (there is no *Homo Economicus*!)
- ...predict educational success, work performance, even general success in life
- ...give AI the foundation for their algorithms
- ...outline politics how to reduce violence within the society, nudge people to better behaviour

Brand-building

- ...starts from the within



What are you good at?!

Brand building

- ...is not only about what you are good at, but also about what you would like to do! (“*Fake it till you make it*”)

Brand building



Brand building

- What are you convinced of, you can do?
- What haven't you done yet, but would like to do?

Mission Statement

- How should others perceive you professionally?



Spreading Ideas.



Audubon

To conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity.



To preserve the natural systems on which all life depends.



Growing the movement of leaders who work to ensure that kids growing up in poverty get an excellent education.



md is an international high-quality provider for state-of-the-art executive assessments.

Mission Statement

Broad or wide?

Specificity

	Wide Example	Narrow Example
Customers	Adults Children	Children with ADHS Top Management
Methods	Consulting HR-work	Myers-Briggs Selection of apprentices
Services	HR Consulting	Consulting Women in leadership positions
Industry	Banks	Electricity companies

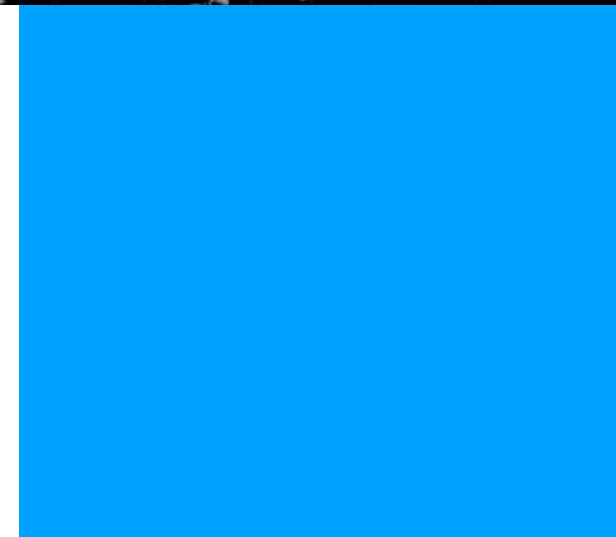
Broad

Many potential customers—but no USP, many competitors



Narrow

Strong USP—but probably not many customers.



“I am a leading IO psychologist for organisational and individual clients.”

“I am the specialist for selection, development, and training in the public sector”

“I help individuals and their families to overcome addiction related problems.”

“I am the company’s specialist for all HR related issues.”

**“I am supporting managers to select, develop and retain employees
in order to achieve the company’s objectives.”**

“We are helping children with autistic spectrum disorders to gain more autonomy by Equine-assisted Therapy”

**“I am the preferred partner for the company’s managers to discuss
all leadership related topics.”**

Mission Statement

- Not too brief, not too long
- Not too specific, not too general
- Rather describing results than methods.

What could be your mission statement?!

Spread the message

- Communicate your mission statement
- Practice your elevator pitch
- Raise your voice, become visible

Discussion

Questions:

ringelband@management-diagnostik.de

Download:

http://bit.ly/2MGQQ8T