



## Your Personal Pharmacy Brand: BMW or Volkswagen?

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## What Is A Personal Brand

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## Where Does Your Brand Come From

- Based On Reputation
  - Perceived Quality/Consistency/Reliability
    - Under Promise And Over Deliver
- What Resources Do You Bring That Are Scarce and Valuable
  - Positive Contributor To The Challenges Material To The Organizational Efforts- In A Truly Holistic Way

## Ask Yourself

- **What You Want To Be Seen As**
  - What do I WANT my key constituents to say about me when I'm not in the room
- **How Are You Seen**
  - What DO key constituents say about me when I'm not in the room?
- **What Don't You Want To Be Seen As**
  - What do I NEVER want my key constituents to say about me when I'm not in the room?

## Market Your Brand

- Don't Wait To Be Discovered
  - Make Your Work Visible
- Communicate, Communicate,
- Seek Publicity



## Suggested Readings

- Patterson, K., Grenny, J., Maxfield, D., McMillan, R., and Switzler, A. Influencer: The Power to Change Anything. New York, NY;McGraw-Hill:2008.
- Hiam, A. Marketing for Dummies. A Reference for the Rest of Us. Hoboken, NJ;Wiley Publishing;2004.
- Baron, E. Essential Managers Selling. New York, New York;Dorling Kindersley:2009.