

Unlocking the Power of your Brand: Moving from Ordinary to Extraordinary

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Association for Healthcare Foodservice (AHF)



Leading the Way in Self-Operated Healthcare, Senior Dining & Hospitality



Online Learning



Annual Conference



Self-Op Support Services



Benchmarking Express



AHF Job Board



Document Library

- **Mission**

To provide the professional network, resources, and tools to promote self-operated foodservice and hospitality in healthcare, senior dining, and related industries.

- **Membership**

Over 900 operators representing ~500 facilities across the US and some international. AHF has 10 Regional US Chapters

- **Business Partners**

Over 130 industry business partner support across a diverse area of the food and hospitality industry

UTMD Anderson Cancer Center

- Ranked #1 in Cancer Care by US News & World Report Best Hospitals
- Workforce of over 23,000
- Number of Inpatient beds 661
- **Food & Nutrition Services Department Annual Metrics in FY23:**
 - Patient and guest meals: over 660,000
 - Retail Café transactions: over 1.6M
 - Retail Revenue: over \$13.1M
 - Total Departmental Revenue: over \$37.2M
 - Clinical Dietitian interventions: over 75,000
 - Total FTEs: 430



Objectives

At the end of the session, attendees will be able to:

Define what brand identity is through the understanding of the concepts of personal and professional branding

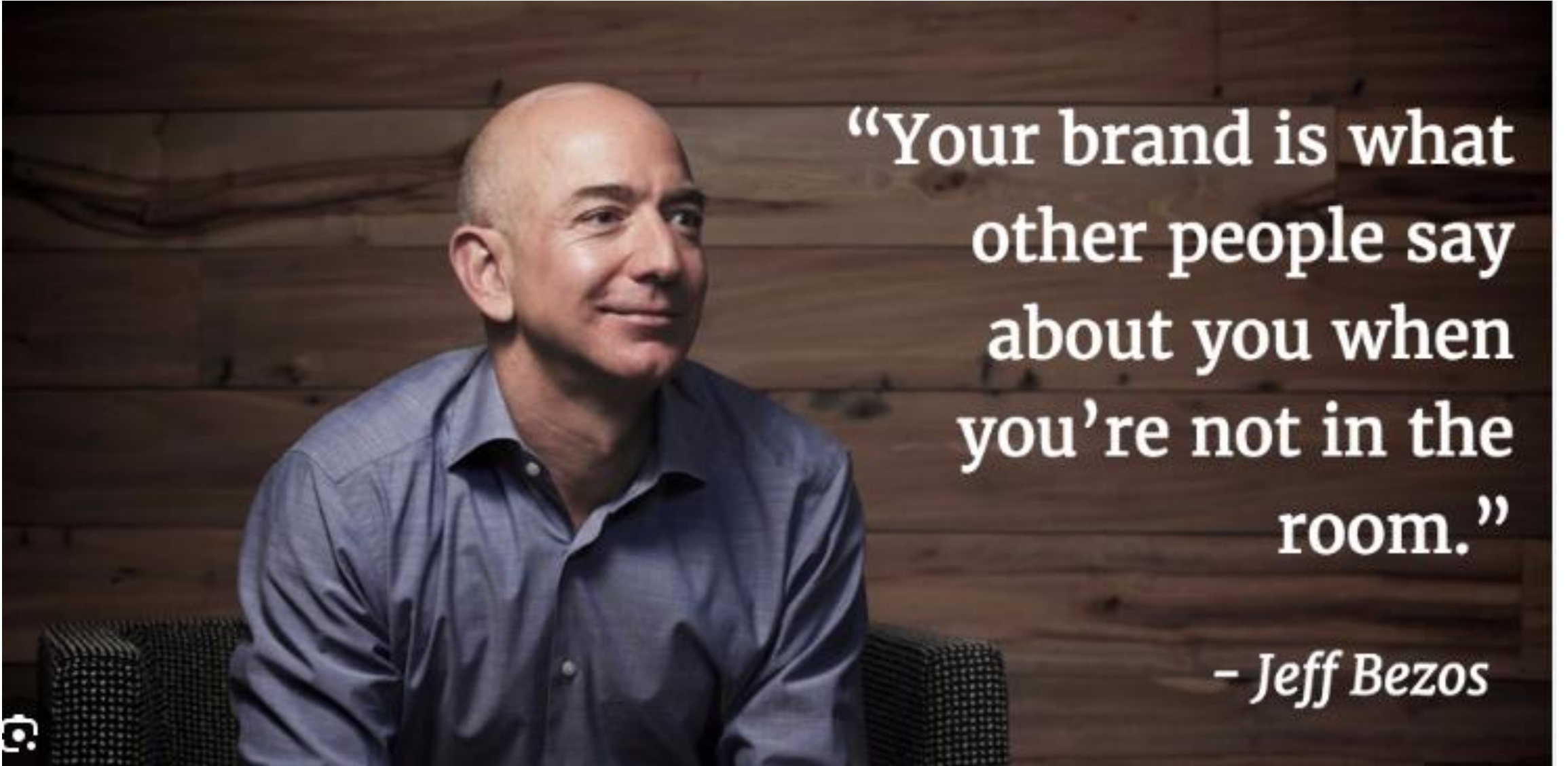
Examine the use and benefits of branding to thrive personally and professionally

Develop an effective brand strategy to elevate your brand and transform from ordinary to extraordinary

Personal Brand Defined...

It's a combination of an individual's skills, values, and impressions they leave on others





“Your brand is what
other people say
about you when
you’re not in the
room.”

– Jeff Bezos



Personal Reputation Defined...

- The general belief or opinion that other people have about you based on past behaviors or your character



Brand vs. Reputation

Brand is the way in which you present yourself to the world



Reputation is how others collectively perceive you

The Story of Jack & Diane

Do you Recognize these People?



What is their brand and what is their reputation?

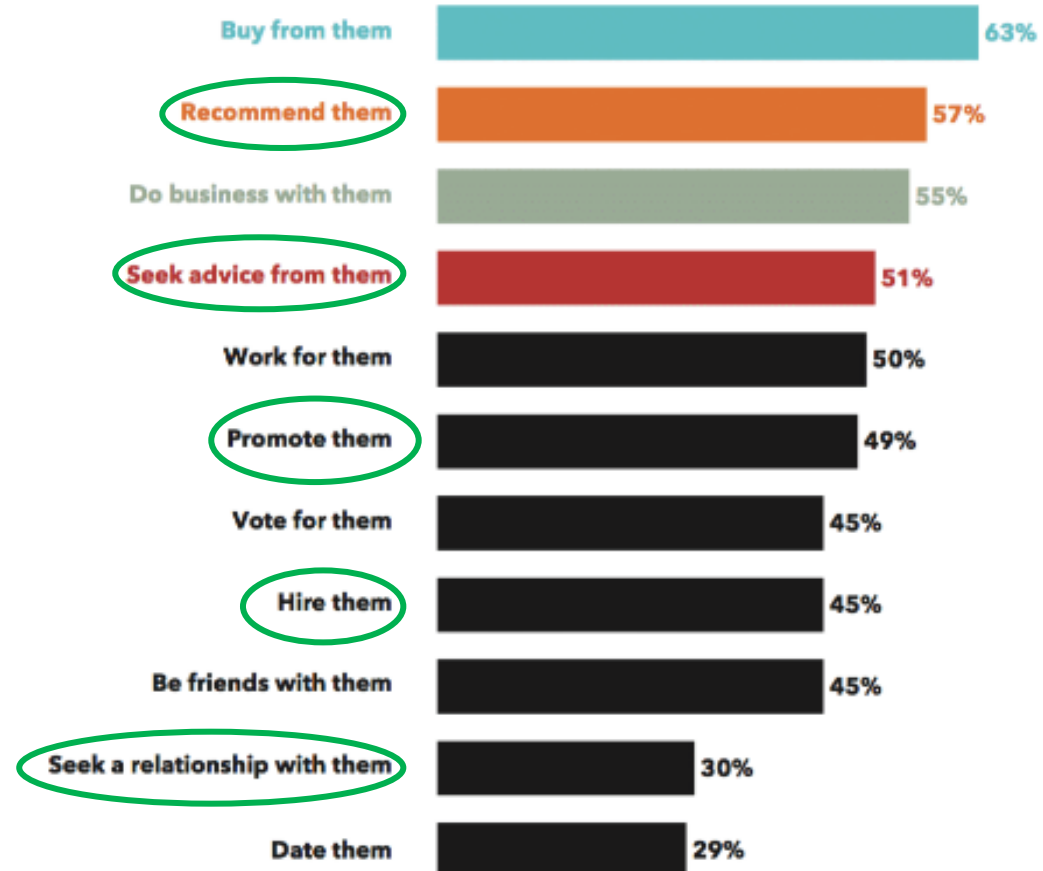


WHY?

Personal Branding is HIGHLY PROFITABLE

Americans are most likely to **buy from, recommend, and do business with** an individual who has an established personal brand

Q: Are you more likely to do each of these with an individual who has an established personal brand? Select one for each row.

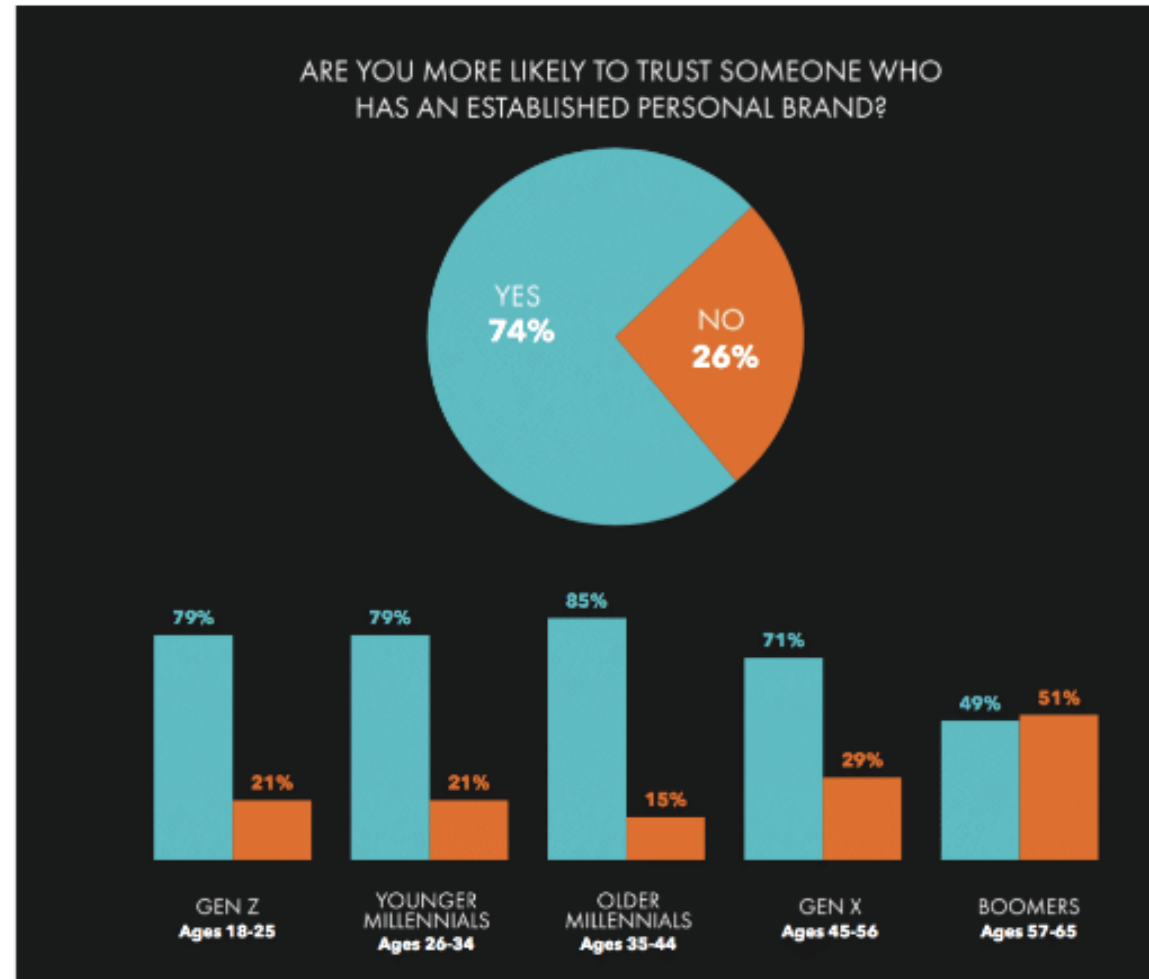


Personal Branding ACCELERATES TRUST

Almost 3/4 of Americans are more likely to TRUST someone who has an established personal brand.

Millennials are the most likely generation to **trust** someone who has an established personal brand.

Q: Are you more likely to trust someone who has an established personal brand? Select one.

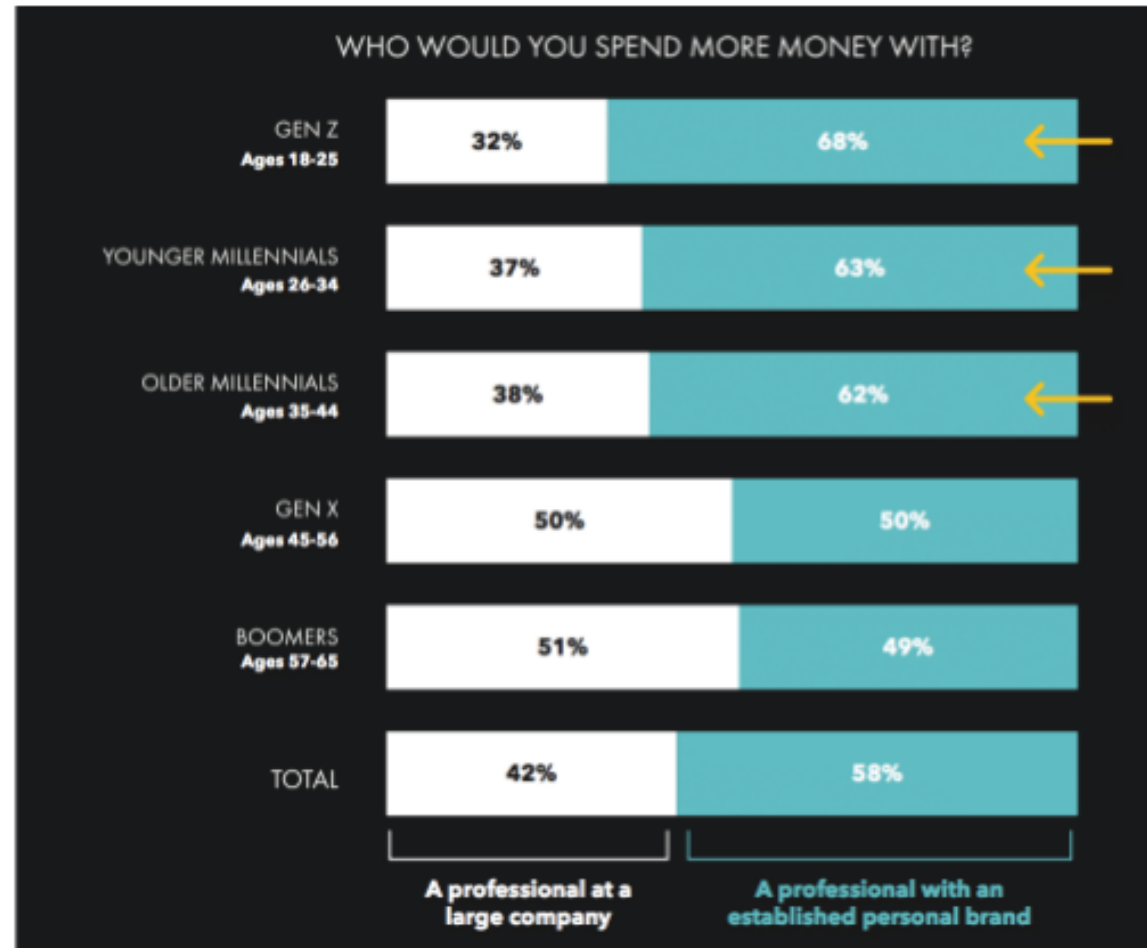


Personal Branding is the FUTURE

58% of Americans would be willing to pay more to receive their services from a professional who does NOT work at a large company but has an established personal brand.

Younger generations (age 18-44) are more likely than older generations (age 45+) to pay more to receive services from a professional who doesn't work at a large company but has an established personal brand compared to a professional at a company or firm.

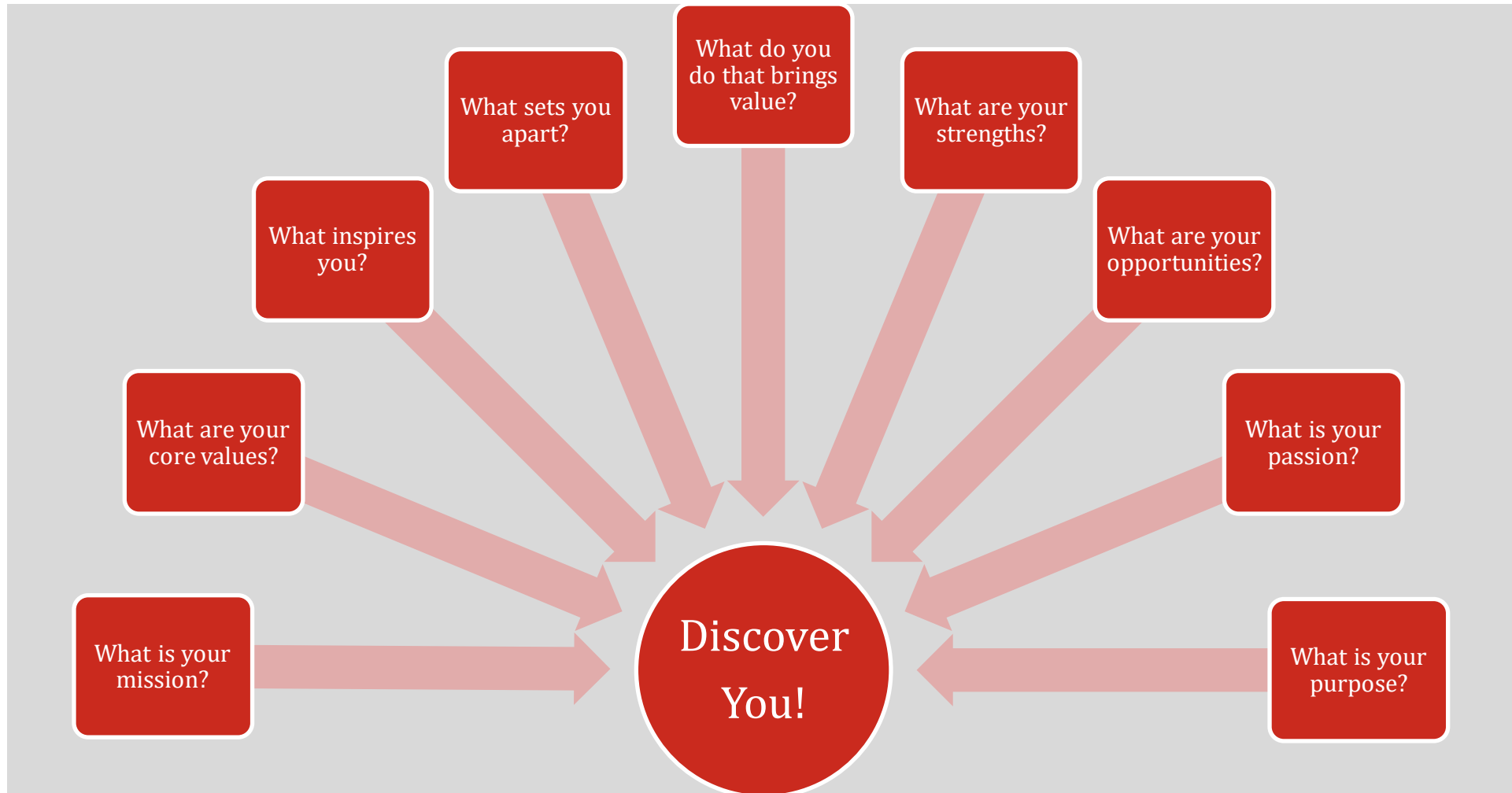
Q: Who would you be willing to pay more to receive their services? Select one.





"Building a brand means knowing your story and building and sharing that story". "If you don't give the market the story to talk about, they'll define your brand's story for you".

Develop Your Brand Identity



Take Inventory of Your Brand Equity



Know Yourself

- True Colors
- Meyers Briggs
- Clifton Strength Finders
- Hogan Personality
- 360 Feedback

Become a Lifelong Learner

- Reading
- Get that degree
- Certifications
- Podcast
- Conferences
- Webinars

Develop Professionally

- Networking
- Join Professional Organizations
- Knowledge Share
- Mentor, Coach, Sponsor
- Serve on Boards
- Building relationships

Own Your Story

I am Leisa Bryant and quite often, my job is the topic of discussion during a patient's visit or flavor jokes at staff meetings. This is because I am blessed and proud to be the Executive Director of Food and Nutrition Services at MD Anderson Cancer Center.

I truly believe FOOD IS MEDICINE! It goes beyond simply satisfying a basic need. Food NOURISHES, HEALS, and PREVENT disease when served with COMPASSION and HOSPITALITY.

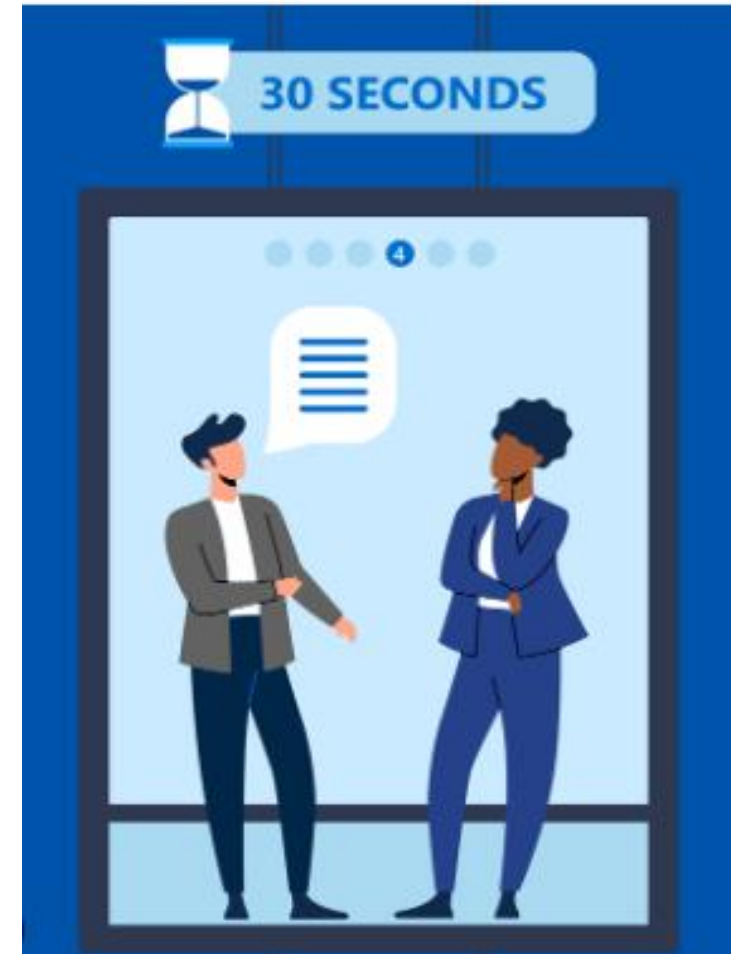
Studies show that;

- Up to 60% of some cancers can be prevented by following a healthy diet
- Up to 80% of patients diagnosed with cancer is at risk for malnutrition
- In 2017, 11 million deaths were associated with dietary risks

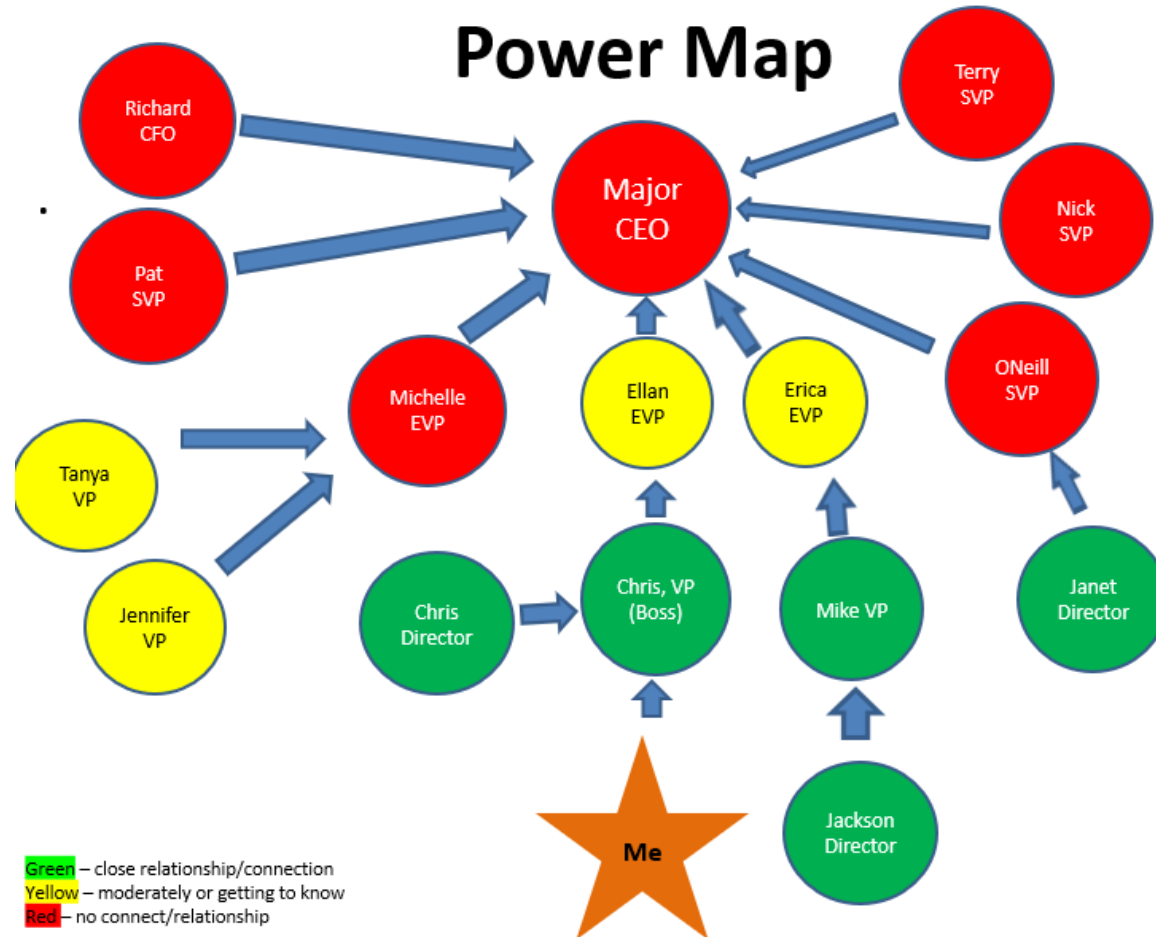
My mission is to ensure the dining experience in the hospital setting is always memorable through the provision of safe and nutritious menu choices in an environment that is a destination.

I welcome you to join me in leading the charge in making cancer history with nutritious food and continuing what Thomas Edison started in 1908 when he said.....the doctor of the future will give no medicine but will interest his patients in diet as the cause and prevention of disease.

I am Leisa Bryant, and I approve this message!



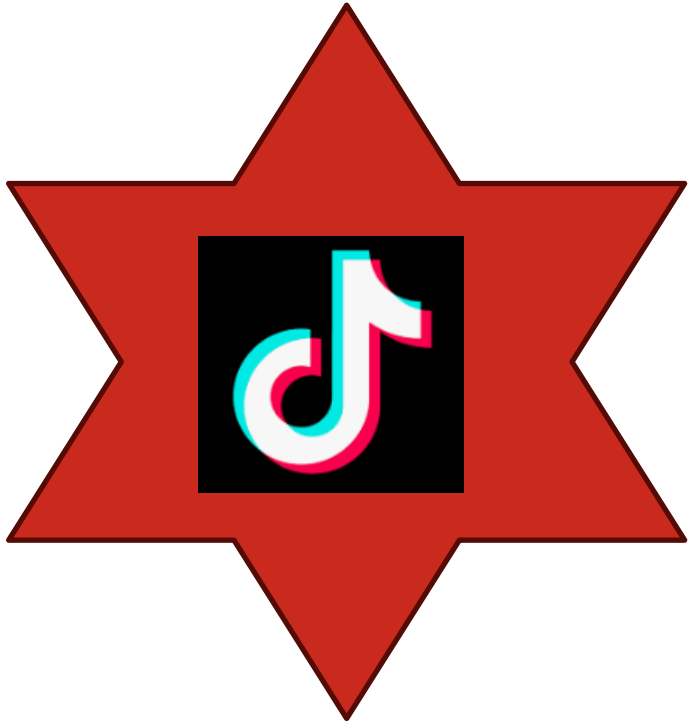
Campaign Strategy to Market Your Brand



Own your story?

- Develop your elevator speech
- Have intentional engagement at all levels
- Become a visible expert
- Establish clear communication
- Profess and model your values

Socialize Your Brand



Re-evaluate, Adjust, Revisit Your Brand



Let's Summarize the Reality?



“The people with credibility will be respected better than the people with visibility and the people with visibility will be remembered better than the people with credibility. However, the people with visibility and credibility will be remembered and respected forever thus leaving their footprints in history.”

Professor M.S. Rao

