HEARINGU

HLAA Webinars for Better Hearing

Beyond Performance:

Building a Personal Brand with Hearing Loss

Strategies for Career Growth, Visibility & Leadership

HLAA

Hearing Loss Association of America

PRESENTED BY

Task Force for
Accessible & Inclusive Employment

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Session Speakers



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What Is a Personal Brand?

It's not a logo or a tagline. It's your professional reputation.



KNOWN FOR

What people associate with you.

Your strengths, expertise, and impact.



TRUSTED WITH

What people believe you can handle.

The responsibilities, decisions, and challenges you're given.



REMEMBERED FOR

How people experience working with you.

Your communication, reliability, and leadership presence.



Personal brand = how your work, strengths, and leadership potential are **seen** and **remembered**.



Performance is doing the work.

Brand is how the work is seen and remembered.

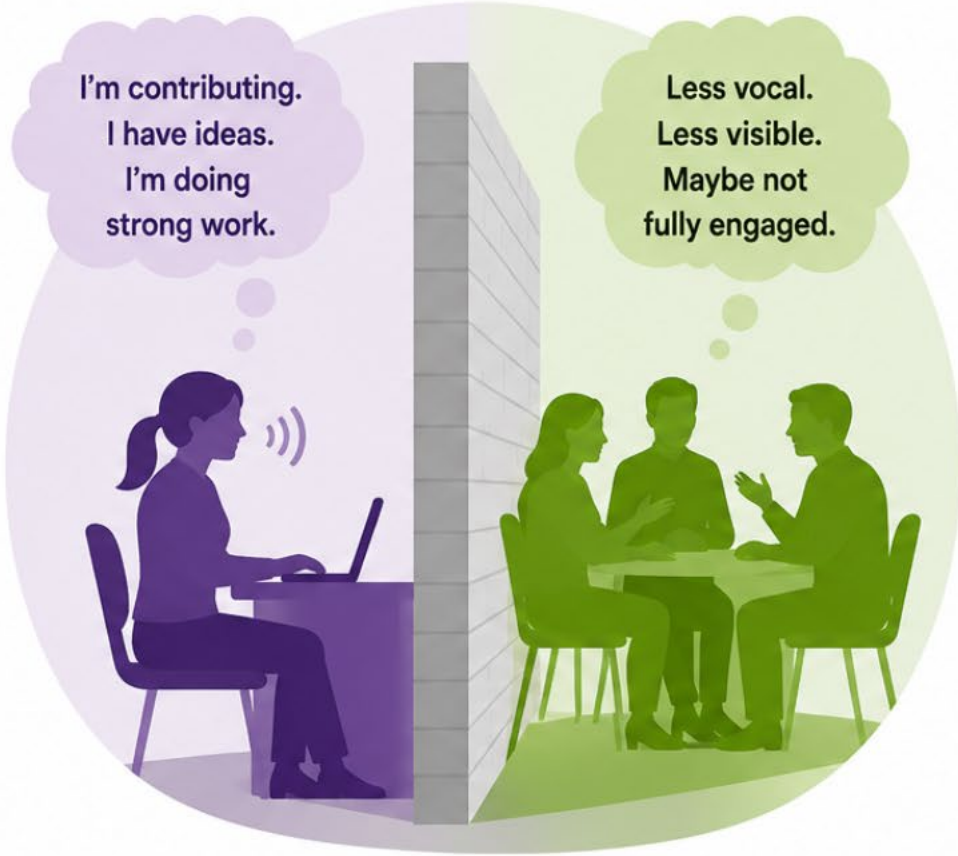
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Where the Visibility Gap Happens

Doing great work doesn't always mean others fully see it.

WHERE IT SHOWS UP

- Missing informal conversations (hallway, side chats)
- Limited participation in fast-paced meetings
- Fewer chances to jump in and be heard
- Communication style misread (quiet = disengaged?)
- Less exposure to leadership and decision-makers



IMPACT ON PERCEPTION

- Contributions may be overlooked
- Leadership potential may be underestimated
- Fewer opportunities to advance
- Others may make assumptions that aren't accurate

The gap is not about ability. It's about access, visibility, and perception.

When your value isn't seen, it can't be recognized—or advanced.

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Making Your Value More Visible

Visibility isn't about self-promotion—
it's about ensuring your contributions are seen, understood, and remembered.



SPEAK EARLY

Share your perspective early in meetings—don't wait for the perfect moment.



PREPARE & PLAN

Review agendas in advance and prepare 1–2 key points to contribute.



FOLLOW UP IN WRITING

Send a quick summary, key decisions, or next steps after meetings.



HIGHLIGHT RESULTS

Share progress and outcomes regularly and connect your work to impact.



SEEK VISIBLE OPPORTUNITIES

Volunteer for high-impact projects and assignments when possible.



BUILD RELATIONSHIPS

Invest in relationships across teams and levels—virtually and in person.



COMMUNICATE YOUR NEEDS

Be clear and direct about what you need to participate and succeed.



BE CONSISTENT & AUTHENTIC

Show up consistently as yourself. People trust what they see over time.



Small, consistent actions lead to big visibility.
Make it easy for others to see your value, trust your expertise, and remember your impact.





Performance is doing the work.

Brand is how the work is seen and remembered.

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Authenticity, Disclosure, and Self-Advocacy

Be real. Share what matters. Advocate for what you need.



AUTHENTICITY

Know your strengths, values, and what you bring.

Be true to who you are and the impact you create.



DISCLOSURE

Choose what, when, and how you share about your hearing.

The right disclosure can build understanding and support.



SELF-ADVOCACY

Speak up for your needs and create the conditions to do your best work.

Advocacy is not asking for less—it's creating access for success.



When you are authentic, thoughtfully disclose, and advocate for what you need—your value is seen, understood, and remembered.





Performance is doing the work.

Brand is how the work is seen and remembered.

ONE FINAL THOUGHT

Your personal brand isn't something you create overnight, and it isn't about becoming someone you're not.

It's built through the everyday choices you make —



how you show up



how you communicate



how you build relationships



and how you advocate for yourself

For professionals with hearing loss, there may be additional barriers along the way,
but those barriers don't define your potential.
Your expertise, your character, and the value you bring to your organization do.

Reflection Questions



1

What do I want to be **known for?**



2

Does my current personal brand **reflect that?**



3

What's **one small action** I can take this week to make my value more visible?

Q&A

Questions & Discussion

