My Personal Brand

We must consider our personal brand for ourselves, our colleagues, and our clients. Regardless of our industry, job or whatever separates us, we already have a personal brand. But we may not know what that brand looks like through the eyes of others and how that makes them behave towards us, or what our brand "may" stop them from sharing with us!

Improving our brand will bring better opportunities. Whether you are in full-time employment, have been with the same company for years, are a consultant or are open to any options, a personal brand can open doors for you. But watch out, as a poor one can keep them closed!

Imagine that your manager is looking for a Team Leader from your team. All the people seem good possibilities, but you stood out as your colleagues spoke well of you, you have great reviews from clients, and you are spoken well of by other Team Leaders and Managers. "**That**" is your Personal Brand, and it advertises you **as others see you,** so if your brand shouts excellent things about you, that's perfect. If not, then work on changing that **now**.

Like it or not, what others say about us is what carries and announces our brand, good or bad. Despite what we may believe, what others think and say matters to our brand rather than what we believe. What we "think," others think of us, and what they "actually" think of us may be significantly different. If in doubt, check this out and improve your brand.

By building a great personal brand, you're showing people that you aren't just mindlessly doing a job and hiding behind some title of Manager or Leader. You're showing that you're passionate about something and actively making yourself the best you can be. You are not content with good enough but always seek the best possible. You are **known** for that. You **communicate** well and with **empathy** and will help others. Your **relationships** are built on well-earned **trust** and **consistency**. To everyone on the team and beyond, you are a spreader of **positivity** and have a **can-do attitude**.

A personal brand shows that you're confident enough to demonstrate your knowledge to colleagues, letting people connect with you in a way they otherwise angrycouldn't. They **want** to connect with you!

To create a consistent and authentic personal brand, you need to focus on how you want people to perceive you. Although figuring out who you are as a 'brand' might seem inauthentic, you could think of it in the same way you might adjust your clothes to suit different situations. When you want to be seen as more professional, you'll dress in something more formal, and you may speak in a more formal or authoritative tone. This is you flexing your brand to suit the people and the situation. Adapt as required, but maintain your consistency.

COHESION

So, think about some questions. What is the core of my offering to my colleagues and clients? What makes me unique and shows me in a great light? What are my strengths? Do I have a distinct style? How would those who might promote me want to see me? What do others say now that I need to change? Who can help me do this? How will I know I'm getting there? Will I still be the real "ME"?

Knowing the answers to these questions (and more) and creating strategies to express "You" creates consistency and makes building strong relationships with colleagues and clients easier.

When we can create our personal brand from personal values and authenticity, we are working in a psychologically safe organisation