

# Creating your Personal Brand

## What is personal brand?

Some of the definitions I found describe it as:

- **The process of creating a recognisable professional name and reputation for yourself or your company/business**
- **To develop a single definition of Personal Branding that can be consistently communicated across all media**

Knowing your Personal brand is important to gain clarity of who you are, what you stand for and it becomes a blue print for your consistency. I also consider it to simply be a fancy way of describing self-awareness or authenticity.

When looking to identify your personal brand start by Ask yourself: "*what is it that's important to me?*" or "*what type of person or leader do I want to be known as?*"

Work through the following activities to help you identify your personal brand. *Alternatively you could book a 1:1 coaching session where we will work together and I'll challenge your thinking to ensure you truly identify your brand. Email: [debbie@postivedirection.co.nz](mailto:debbie@postivedirection.co.nz) to book a session.*

## What type of person do you want to be?

It is important to know how you intend to be thought of and what type of person you want to be.

*Think of a people you admire and list the behaviours or attributes that you like in that person.*

Circle the top five attributes you think are most important to have ( add more descriptions if required).

<b>Sense of humour</b>	<b>Assertiveness</b>	<b>Openness</b>	<b>Humility</b>	<b>Gives credit where due</b>
<b>Knowledge of the business</b>	<b>Self-confidence</b>	<b>Commitment</b>	<b>Insightful</b>	<b>Self - Belief</b>
<b>Inspiring</b>	<b>Dedication</b>	<b>Amiable</b>	<b>Experienced</b>	<b>Trust-worthy</b>
<b>Team player</b>	<b>Supportive</b>	<b>Clear Communication</b>	<b>Approachable</b>	<b>Motivational</b>
<b>Determined</b>	<b>Intelligent</b>	<b>Open minded</b>	<b>Gifted</b>	<b>Relatable</b>

Consider your responses to the following:

<b>Values</b>	<b>Strengths/experience</b>
What's important to you personally and from a work perspective	What are you good at, what have you achieved
<b>Likes/interests</b>	<b>Your so what/purpose</b>
What do you like? EG: Gaming? Leadership? Diversity? Advances in technology	What is your purpose E.g.: are you passionate about sustainability? Are you interested in how technology can eradicate margins of error within the medical industry?

This process will allow you to identify what skills and experience you have to offer (the logic) as well as the sort of person and behaviours you want to demonstrate (emotional connection to what matters and people). This should be authentic and represent who you really are – not who you think you should be.

*What type of person do you intend to be seen as? What behaviours do you need to display to achieve how you intend to be seen? What's your elevator pitch?*

## What do you do once you've identified your brand?

The answer is to live your brand and share your value, you can only behave your way into a situation and a true brand should be part of what you do and say every day. Be that how you show up for interviews or how you lead your team.

Sharing your value is the next level, as well as face to face, one other way to do this could be demonstrating your knowledge and interests on LinkedIn.

However for both leaders and career explorers this is one of the areas that often causes the most discomfort. Many people have created an obligatory profile page with minimal content and then never return to it again. The thought of being proactive feels people with dread!

### 3 stages to optimise and share your value:

- 1) **Set up your LinkedIn profile fully**, consider your brand and value you add to the community.
- 2) **Grow connections and follow**,
  - look for the industries you are interested in either from a future employer perspective or if you recognise them as experts in their field
  - Who are the people that you admire? Who are the thought leaders in your area of interest?
  - What groups exist that align with your purpose?
  - Connect and follow with all of the above, look for people you may know within these companies and reach out to them to add to your net work
- 3) **Keep it live – sustainably**, as with any website, if there's no activity or reason to visit the site it just becomes static and disappears into the ether, LinkedIn is the same ...You need to demonstrate and live your brand. Here some suggestions on how you can do this: likes, comments, sharing articles or creating your own blogs/vlogs

The key to all this is to be authentic, share and promote the things that you are genuinely interested in, ensure that everything aligns with your brand and you feel will add value to your LinkedIn community, these will then enhance and support your #personalbrand. The main thing is to be consistent.