

MANAGING YOUR PERSONAL BRAND

STEP ONE

VOLUME 33 | NUMBER 1 | OCTOBER 2024

CONCEPTS & LEARNINGS

- Your personal brand and professional image are the sum of how others in the workplace perceive the experience of working with you. Perception is reality, so it's essential for you to manage that perception.
- A tremendous number of decisions about your career are made when you are not in the room. In these situations, your "brand" is in the room.
- Understanding how you are perceived and then thoughtfully behaving in a way that influences those perceptions are the cornerstones of building a powerful personal brand.
- Consider this model for managing your personal brand:
 - Performance – your track record as a performer, technical skills/knowledge base, character
 - Image – your outward appearance and behaviors, the breadth and depth of your network
 - Communication – clarity and consistency of your communications, your style, interpersonal conversations
 - Priority management – the ability to maintain a healthy lifestyle, balance competing priorities, and focus your energy to flawlessly manage crises
- In our hybrid work environment, your online presence has become a key element of your personal brand. Consider how you are 'showing up' in the online world.

AT THIS STEP

Program Timeline - Building Trust

As we discussed in Mentee Orientation, growth comes from discomfort—so getting to vulnerable is job 1. You will not open up if you don't trust your group and feel trusted in return.

While you are taking the steps on your Percepta journey, you will likely encounter situations where you need help getting around an obstacle. Maybe you are not connecting with a peer who you rely on to move your key project forward. Perhaps your voice is not being heard when important decisions need to be made. Or, you have choices to make about issues that impact your career. Your mentoring group is the place to turn for sound advice and insight.

So, ask yourself...

- Does my group feel like a safe space for discussing my challenge?
- How vulnerable am I ready to be with my peers?
- What could we do together to help us deepen our trust with one another?

Share your responses with your peers and Mentor and discuss your plan for building trust.

Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships."

- Stephen Covey

PREPARE FOR STEP TWO

Communicating Across Levels - Wednesday, November 20, 1:00-3:00 P.M. ET

To lead effectively, you must communicate effectively. Regardless of the title you hold, you're a leader in your organization. So, in what ways do you need to up your game in order to be a great communicator? Take time this month to watch yourself and others in action. Take note of:

- Someone whose communication style you admire. What would you like to emulate?
- How well your messages are being received. What clues are you receiving that communications occurred?
- The ease with which you communicate across levels in your company. What makes it easy or hard?