

Establishing Your Personal Leadership Brand

The first step in building your personal leadership brand is to select a list of 5 words that will characterize your brand. For example: trustworthy, professional, reliable, collaborative and sincere. If you're having difficulty coming up with the list of characteristics, just try to complete the following sentence:

“(Your name) is really known for being _____.”

If you can come up with a list of 5 words, then you're well on your way to defining your personal brand. And don't worry, this list may change several times but that's okay. The more words you can come up with, the better it is as it will demonstrate just how difficult it can be to establish a personal leadership brand. You just have to make sure to pick the 5 words that best exemplify the brand you want to create for yourself.

Once the list of 5 characteristics has been finalised, the next step is to come up with 4-5 bullet actions that for each characteristic so that by completing those actions, you start to consistently demonstrate to others that you are living that characteristic and hence you will, over time, come to be known for that thing. It may all sounds a bit confusing so let's look at one example in further detail. If you select “professional” as one of your personal brand characteristics, you may come up with the following actions to externally portray yourself as “professional”:

1. You are punctual and well prepared when you attend meetings.
2. You work hard, complete all tasks on time, and work well in a team.
3. You respect others and never gossip in the workplace.

4. You follow up with others in a timely manner.
5. You consistently provide more than what is expected.

Hopefully the above example will illustrate better how to complete the brand building exercise. Make an attempt to complete 5 action points for each brand characteristics you have chosen for yourself.

An important consideration to keep in mind is that building your personal leadership brand takes time to achieve so get started as soon as possible. Another important consideration is that building your brand is not only about what you do, but how you do it. For example, you may complete your tasks on time and be well prepared for meetings, but if you accomplish this by withholding information from others and hogging resources so others fall behind schedule, well then you're actually braking your brand, not building it. Remember that personal leadership brand building is about what you do AND how you do it. To help you in your leadership journey, be a brand builder, not a brand breaker!

If you would like to get in touch to share your leadership journey with us, please email us at inquiry@coachingleaderstosuccess.com