

WHAT'S STOPPING YOU FROM BUILDING & PROMOTING YOUR PERSONAL BRAND?

No matter what part of the world you work in, a clear, distinguishable personal brand adds to your professional success. Building and promoting a stand-out brand takes consistency, repetition and an understanding of company and cultural norms.

Read on for our take on this dicey topic...



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Sad but True: Many Don't Build and Promote Their Brand.

Here's why:

- Fear of being seen as a (shameless) self-promoter
- Backlash due to cultural/company norms
- The "I'll just let my work speak for itself" trap
- Overplay on humility

First Things First: What Do You Want to be Known for?

- Decide on Your Brand Promise: Do you want to be known as a stellar leader of people, a strategist, an innovator, an idea generator, etc.?
- Add Value: Be sure that your brand promise is valued by your company.
- Deliver Your Brand Promise: Be sure you're good at whatever your brand promise is, and demonstrate your skills again and again!
- Focus on fostering trust in an authentic manner!

Showcase Your Brand! (Self-promote without selling out – it can be done!)

- **Call attention** to your brand on social media, in presentations and in meetings in a way that makes the dialogue richer and in the spirit of helping others. Ex: “I am eager to use this accreditation to help my team...” vs “I am proud to announce that I’ve earned my accreditation.”
- **Generously share your skills, talent and training** related to your brand promise to help others solve business problems. As you do, you’ll become known as a great business partner, and you’ll build your brand.
- **Know the Landscape** when it comes to acceptable company cultural norms on self-promotion, and understand the nuance; most cultures frown on self-bragging. Build your personal brand authentically by consistently demonstrating your skills, sharing your talents to advance your team and the business. You’ll be an inspiration to others!
- **Mentorship and Career Sponsors** Seek feedback and guidance from trusted advocates.