



Personal Brand

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What is a Personal Brand..?

The YOU on the inside that shows on the
outside



Why do you need a Personal Brand..?

To establish a unique, stand-out identity in personal and professional settings.

What Personal Brand do you want..?

Positive – Professional – Helpful



Authenticity

- The foundation of it all
 - Be true to yourself and your values
 - Personal brand should reflect genuine beliefs
 - People are drawn to authenticity
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Authenticity in self-belief...



Consistency

- Key to building & maintaining a strong brand
 - Messaging, actions, and image should align
 - Consistent face-2-face & written communication
 - Tone of voice, coherent identity in social media
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Consistency in image – and more...



1947 - 2007

Value

- Try to offer value
 - Highlight unique skills, knowledge, or contacts
 - Share content and insights (not just your own)
 - Value builds a reputation & attracts a following
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Value comes in many guises...



Personal Brand factors		
Authenticity	Consistency	Value
<p>Be true to your values, always reflecting your genuine beliefs</p> <p>People are drawn to authenticity for trust and credibility</p>	<p>Messaging, actions and image should align with what you want to project</p> <p>Includes tone of voice across social media, blogs, websites, etc</p>	<p>Identify your unique and relevant skills, knowledge and contacts</p> <p>Share valuable content, insights and solutions – not solely your own</p>