

# ENHANCING YOUR PERSONAL BRAND & LEADERSHIP PRESENCE

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Summary of key learnings



# Personal Brand



Your brand is what people say about you  
when you are not in the room.

## Key Learnings

The iceberg – think about the visible and the invisible. What are the invisible results and the value that you add that no one knows about?

There is no replacement for substance. Knowing what you're doing, having integrity, and being consistent is the best way to succeed. Be intentional about ensuring there is a synergy between your brand and your behaviour on an everyday basis.

Identify what makes you distinctive. Being who you are is your biggest competitive advantage. We all have a unique blend of skills, characteristics, traits. What makes you distinctive?

To build your personal brand in the most powerful way, pick 2-3 adjectives that you would like people to use to describe you. Understanding the adjectives that are associated with success in your role will help to maximise your success in that seat. Otherwise you can work really hard but because you're working in a way that is inconsistent with the way others are thinking about success, you may not be as successful. Watch this [clip from Carla Harris](#) on bridging the gap – if there is one – in the most powerful way.

Pick your spots. Being a constant self-promoter is unattractive. Pick one or two right situations/people and it will stick.

We are the CEOs and CMOs of our brands. Products have brands, people having relationships and reputations (*Adam Grant*). Your relationships, and the people's perception of you are some of the most important pieces to the success in your career.

Be mindful of the cultural dynamics - Where does your organisation's culture sit – and is there a gap between that and where you naturally operate? [Erin Meyer's The Culture Map](#) is a great guide and will help you understand and navigate these differences.

# Personal Brand

**PIE Model (Performance / Image / Exposure)**. Performance alone won't take you to the next level. It's also about your image – the way others experience you, and exposure – your relationships / stakeholders.

How can you make sure you are not the best kept secret in the room?

**Be curious. Think about yourself on a good or a bad day.** What 3-6 words describe you? How do you think others would describe you? What impact did your mood and emotions have on the conversation?

**Diversify your sources of feedback** – find different people you trust to give you feedback to get multiple points of view, the same way you would if you were taking a suggestion or idea to your boss. It is the small, incremental movements that matter.

**Be kind to yourself.** Women often have a natural negativity bias and our self-assessments are flawed. When we hold the mirror up, we focus on our foibles and flaws. If you have these thoughts, remember – you can be both, a masterpiece and a work in progress.

**What got you here won't get you there.** As we take on new responsibilities, it will bring new asks and demands for us. Recognise what you need to start doing/do more of and stop doing/do less of. What habits are holding you back?

## Reflective Questions

Begin with the end in mind. In order to maximise on what success looks like in the seat you are in, or the seat you aspire to, think about:

- What are your measures of success? Spending time identifying this and then referencing it as part of your decision making (what you spend time and attention on) should help you stay focused.
- Where is the biggest impact of your time?
- In addition to your TO DO list, what needs to be on your TO BE and TO DON'T list?
- How aware are you of what you do well? If you dialled up your focus and attention to these strengths, what would you gain?