

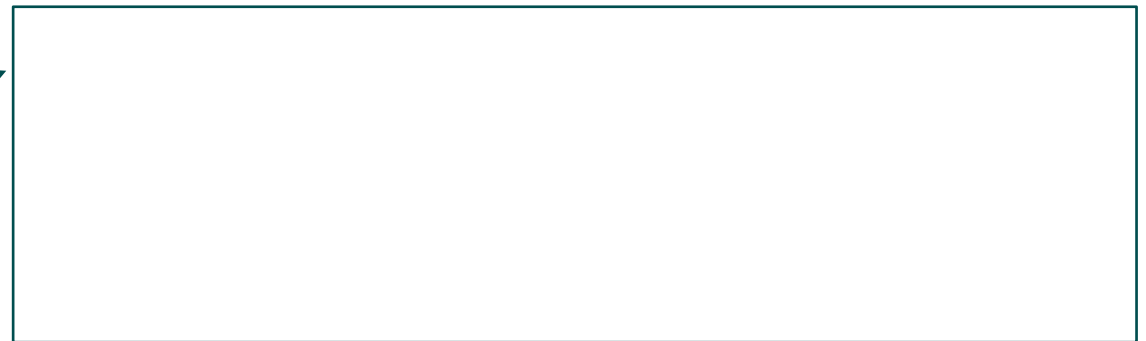
PERSONAL BRAND

From a career success perspective, being visible and making your work visible is one of the most important things you can do. Your leaders/stakeholders don't know what they don't know, so it's up to YOU to SHARE/DISCLOSE/EDUCATE. An iceberg metaphor is useful here. As a reflective exercise, note down answers to the questions posed in the respective boxes.

How do you show up to colleagues and what signals are you sending out? What do you do that makes a positive outward statement about you? What else could you do? (think about what you say, how you sound and how you look)



What are the invisible results you achieve and value you add which nobody knows about*? (think about things like hosting events, opening doors, mentoring others, closing the deal). **How can you share more of these with your stakeholders?**



*Question Credit: "The Unwritten Rules of Women's Leadership" Helen Appleby

