



Personal Brand Discussion Notes

What do we mean by 'Personal Brand'?

- Who do we think we are?
- Why me?
- What's my USP?
- What make you, you?
- Values and Beliefs
- Actions that we carry out
- Creativity, identity, positioning, reputation
- What do I project?
- How people perceive me/what I do?

Other reasons our Personal Brand is important?

- Differentiated from others and affect my self-esteem
- Sense of purpose
- Baseline to build on
- Credibility, sales
- Value, trust, recommendation
- Future security (asset)
- Need to know it to articulate well
- Can help with boundaries
- Can help you succeed in areas of life and achieve goals
- Enabling you to get certain positions
- Professional image and progression

What can influence our brand?

- Life coach
- Health
- Support network
- Creativity
- Desire to adapt
- Environment
- Opportunity to reveal/develop
- Promotion
- Feedback
- Others' perceptions/actions
- Your strategy and finding right tools
- Strong events in our life
- People/Mentors/Role models

How do I determine my Personal Brand?

- Think about what makes us tick/demotivates us
- Repetition of behaviour-habits
- Ask people
- Continually reflecting
- Kind of people we attract
- People who inspire you
- Who you inspire/the impact
- How I feel congruent

What can I do to be known for my brand?

- Make sure it's real
- Habit – actions – beginning with conscious thought



- Consistency
- Make it visible/public
- Consistent to your theme
- Be heard
- Have awareness of competition/niche
- Appreciate our differences and learn from our journey and others
- Taking bold action towards building your personal brand

Takeaways and actions

- Consistency
- Positivity
- Be authentic
- Be intentional
- Stepping out of my comfort zone
- Work out what my personal brand
- Continually polish/articulate it
- Congruence
- Take stock of personal mission statement