

New Year...*New You?*

Brand YOU!...improve your business potential with authentic personal branding

By Learning Architect Consultants Sue Pattinson and Jacky Leonard

The concept of personal branding has been around for some time and is no longer confined to celebrities such as Kylie Minogue, David Beckham and Richard Branson. It seems you can no longer choose whether or not to have a personal brand, only how you manage it! It is made up of the way you look, act and speak...and it's not something you can switch on or off at will. In fact, everything you say or do, the WAY in which you do or say it and whoever and whatever you're connected with, projects something about YOU...and will make an impression. Whether you like it or not, everyday you are being judged personally and professionally.

So, what message are you intentionally or inadvertently transmitting to the people you meet?

Perhaps you haven't given the topic much thought until now... it really is worth the effort. For a start, it's difficult to set yourself or your business any meaningful goals unless you first clearly define your internal brand i.e. what you stand for...and what you won't. To paraphrase a line from one of The Who's songs, "who are you?" So what about it? What is your personal brand and is it working for you? How do people describe you and is this congruent with who you think you are? If you are a director, manager, trainer, coach or sales person you are often the 'shop window' for your business and you really need to walk your talk.

Once you've established your beliefs, values and goals, you can concentrate on refining your external brand to ensure it is aligned with who you are and what's important to you. An understanding of the psychology of business dress will get you off to a good start in gaining the trust of people you meet face to face. Your efforts to present yourself appropriately (or not) will be noted instantly and can have a dramatic impact on your ability to influence your prospective clients.

In our modern, technological, fast paced society where information can be accessed at the press of a button – it's all out there for your customers to view, there's no hiding. Opinions are being formed the instant a customer comes into contact with any aspect of your service. Do your promotional materials, website, premises etc. present the appropriate image i.e. one that is aligned with who you are and what

you stand for; or are you falling short of the mark? To be credible, everything connected to you and your business must be transparent and consistent and continue to reflect your brand values.

So, how would your customers, suppliers and competition describe you and your company? How do your marketing materials distinguish you from your competitors? Think of the POWER of colours, fonts and logos, as people subconsciously register those first. Keep words concise and relevant. WHAT are your key messages? Do people instantly get what you are about?

Being an expert in your field is not enough. You also have to look the part, be authentic in your approach and committed to continual improvement. So how are you doing in the personal branding stakes? Getting it right can have significant impact your ability to influence and increase your business potential.



Sue and Jacky are passionate about helping managers, trainers and coaches be the best they can be and bring over 50 years experience in their respective fields to Brand YOU!, which brings together elements of personal image and corporate branding.

Sue's fresh approach to Personal Image has inspired over 4,000 men and women to look and feel more confident.

Sue Pattinson

Jacky has a reputation as a 'charismatic trainer' and 'effective influencer'. She has helped her corporate clients dramatically improve their business results through a customer centric approach.



Jacky Leonard

For more information about Brand You contact info@thelearningarchitect.com