

Defining Your Brand



We will cover:

- Why brand is important and how it influences how others think about you
- What makes up your brand, with an opportunity to reflect on what these components are for your personal brand
- Taking all this information to form a “brand statement” or summary of your brand
- Ideas for sharing your brand with others in a professional and authentic way

Why personal brand matters



Components of Your Brand

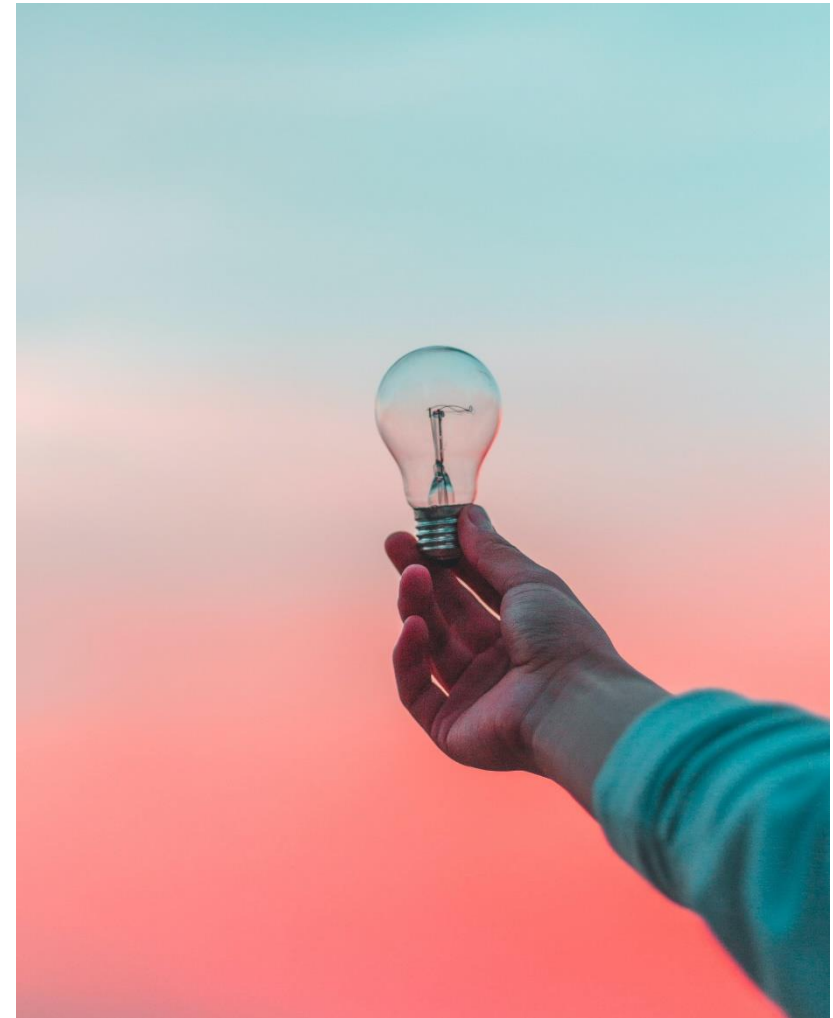


What makes up your brand?



Values

- Beliefs you have about what is important to you
- May be linked to your purpose
- We do not have separate work values
- Bring meaning and connection

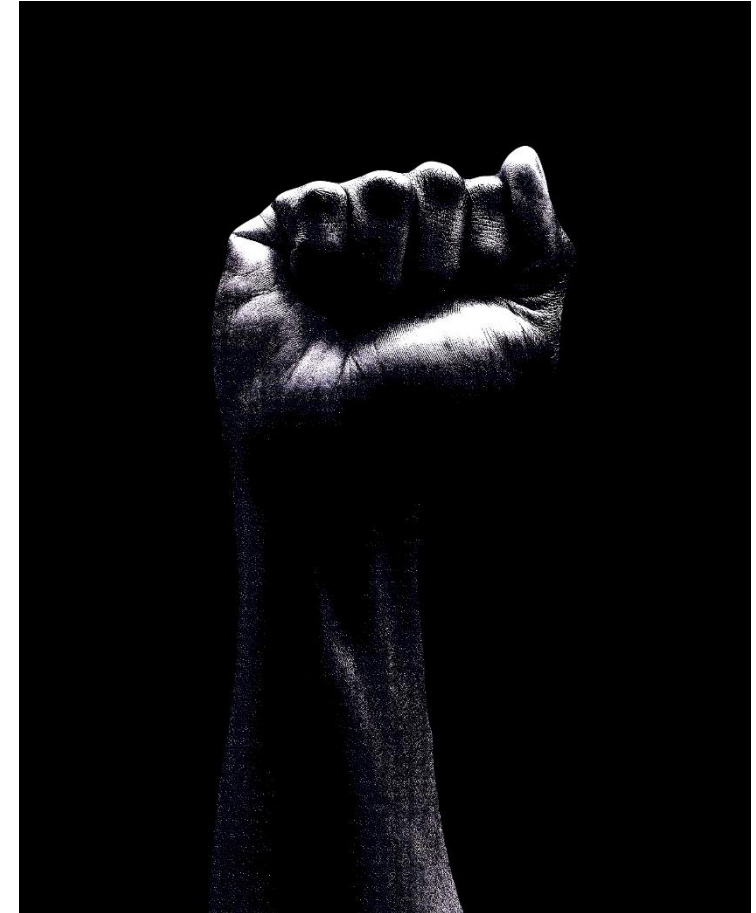


Questions to reflect on values

- What guides your decision making? What drives you?
- What really annoys you? Why?
- What are you most proud of?
- What's the most difficult conversation you have had recently?

Strengths

- Things you are good at
- Bring motivation, energy and confidence



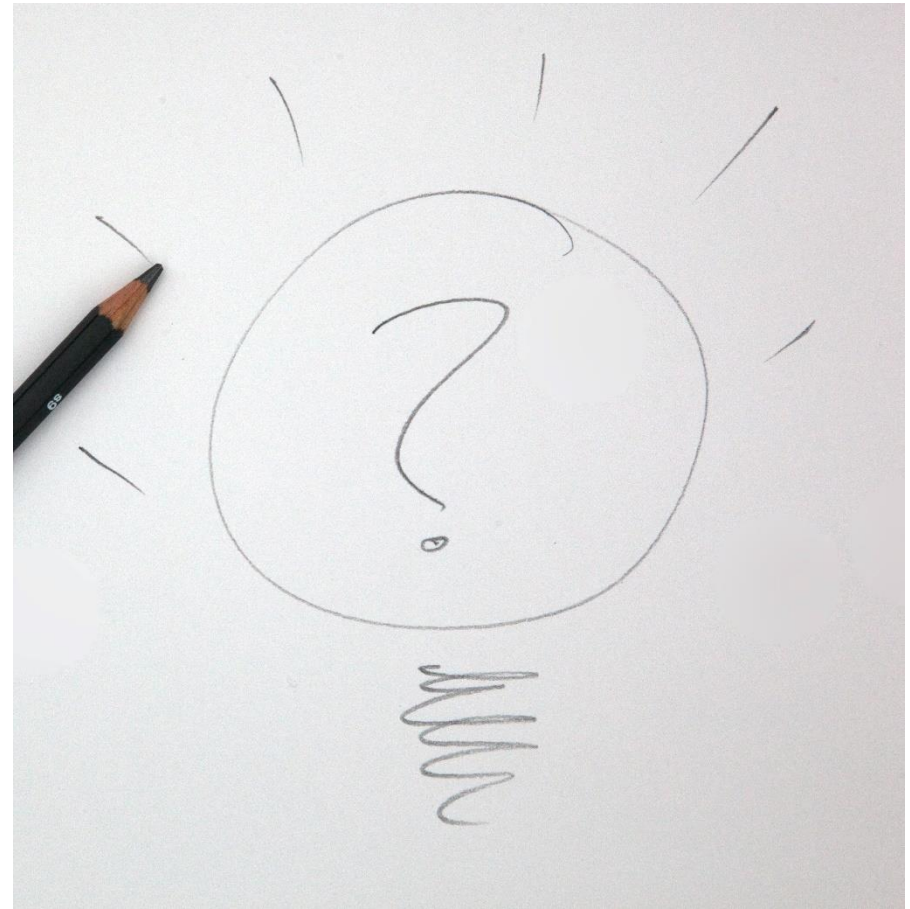
Questions to reflect on strengths

- What feedback do you get at work?
- What do you use to do your job well?
- Why do others come to you for help?
- External surveys – e.g. Clifton Strengthsfinder, viacharacter

Be specific!

Purpose

- Your “why”
- Your “inner vision” of what you want to do
- Can be described as your priorities

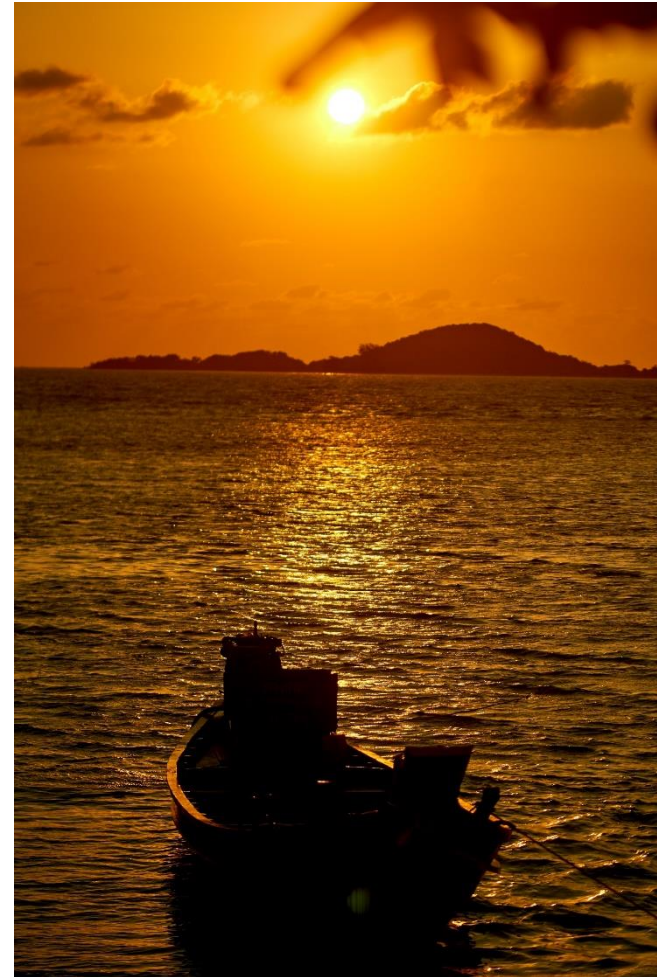


Questions to reflect on purpose

- How would you describe your purpose at the moment?
- What are you working on that gives you a sense of purpose? How?
- What is your why? What are you put on this planet for?
- What does that mean for work?

Passions

- What we really enjoy
- Could be the work itself or how it is carried out
- What gives you a sense of satisfaction and achievement?
- Brings happiness and energy



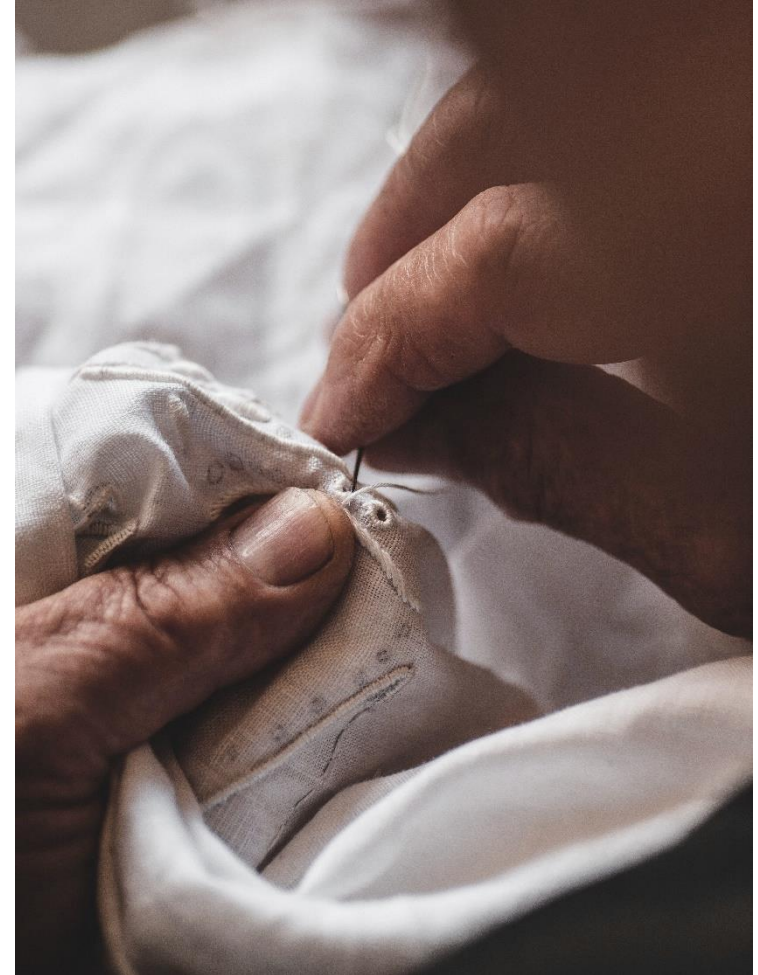
Questions to reflect on passions

- Why did I choose this career and my studies?
- What are my favourite activities, both inside and outside of work?
- What type of people am I drawn to?
- What would I do with my time if money wasn't an issue?
- When do I feel most alive and “in flow” when I'm at work?

Be specific!

Skills

- What you do rather than how you do it
- Probably already know!



Personality

- Covers everything else!
- Ask people to describe you in three words
- MBTI or other psychometrics



Summary – brand constituents

- What are my top 3 values?
- What are my top 3 strengths?
- What gives me a sense of purpose?
- What am I passionate about?
- What do I do? What are my skills relevant to my current role?
- How would my friends and colleagues describe me in three words?

Putting It Together



Brand Example

Values:

Trustworthy
Curiosity
Balance

Skills:

Facilitation
Coaching
Numbers

Passions (at work):

Strategising
Intellectual challenge
Problem solving
Getting to know people

Personality:

Warm
Wise
Down to earth
Curious

Purpose:

To encourage others
to learn, develop and
grow in confidence

Strengths:

Well organised
Building trusted relationships
Problem-solving
Seeing links between things



Your Brand Statement:

- What you do
- How you do it
- What makes the way you do it unique?



My Brand Statement:

I help others to grow and develop in confidence through executive coaching and facilitation. We explore things together with curiosity and pragmatism, helping to make sense of any confusing thoughts. My organised, warm and trustworthy approach means that working with me is easy and I make people feel comfortable and safe

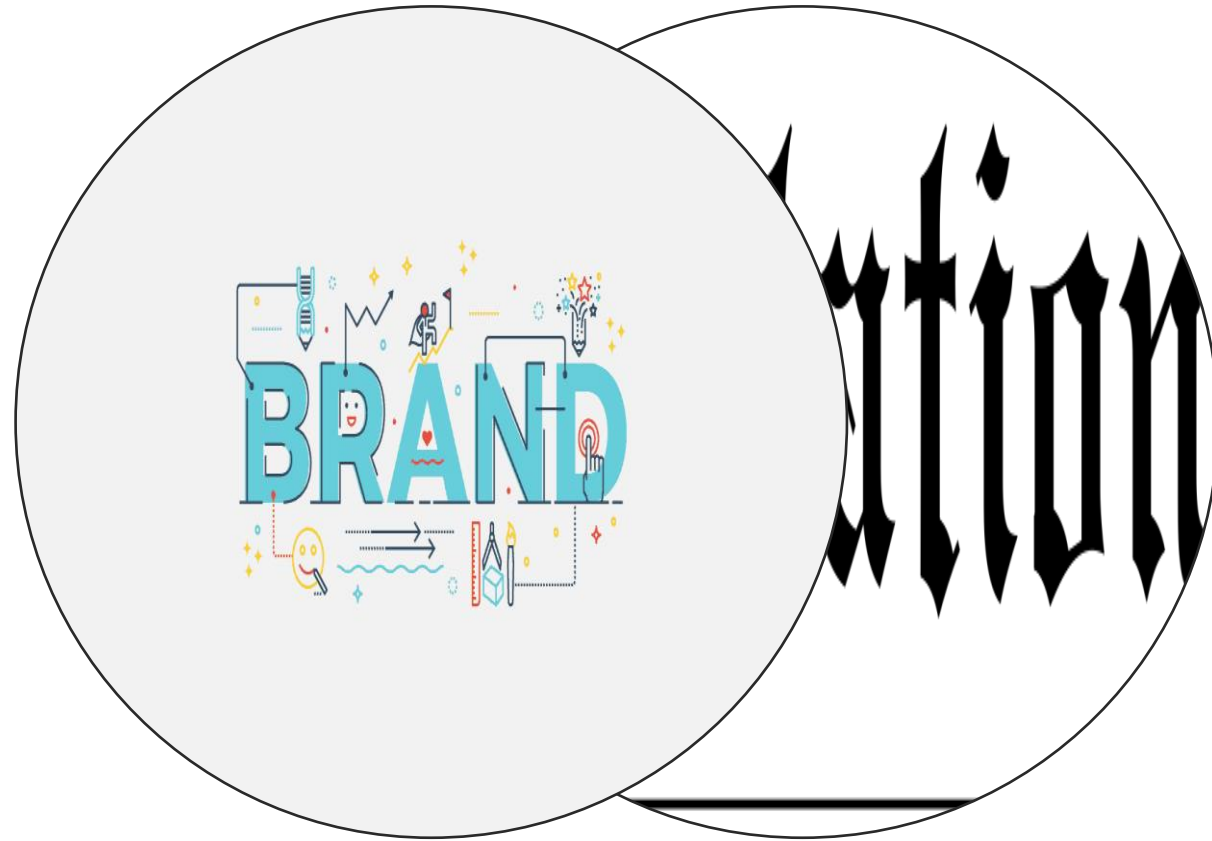
Questions to help you:

- What words or themes are repeated in more than one area?
- How do different words link together?
- What characteristics have remained constant in multiple roles?

Sharing Your Brand







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Getting Your Brand Across

- On your social media profiles and communications
- In your emails
- On your CV
- In your key face to face
 - Introductions
 - Key meetings
 - Any other interaction!



What if your Brand is not your Reputation?

- How authentic is your brand?
- How visible are you?
- Intentionality
- Get feedback from others
- Focus on elevating one or two key aspects of your brand

Questions



Final points

- Your brand encompasses your passions, strengths, purpose, values, skills and personality
- By articulating and living up to your brand, you can shape your reputation
- Wherever possible all your interactions (whether in person, online, through social media or email) should be aligned with your brand.

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