

## CREATING YOUR PERSONAL BRAND



### YOUR JOURNEY TO SUCCESS

#### **Introduction**

We're all familiar with global company brands. For example, BMW promises 'The Ultimate Driving Machine', Disney stands for family entertainment and McDonalds is at the forefront of fast food. However, branding isn't just for giant companies. For example, Tech City in Shoreditch is at the cutting edge of technology and Lady Gaga is an entertainment icon in her own right.

#### **What is Personal Branding?**

Personal Branding is a way of highlighting and communicating what it is that makes you different. It encourages you to pay attention to your personal characteristics such as strengths, values and passions and to identify your real purpose – your 'Why'.

#### **Why You Need a Personal Brand**

The saying goes – "people buy people before they buy a service or product". Whenever people meet for the first time they quickly develop an impression of each other and frequently, that impression remains long after that initial meeting. In a situation where you have one chance to impress, such as a meeting, interview, presentation or networking event, it's important to create the best first impression possible.

#### **The Benefits**

Personal branding is a powerful, informative and rewarding journey that will enable you to understand who you really are and implement the changes that will improve the impression you make when meeting others for the first time. It will create a clear focus, help you achieve your goals and increase your confidence.

Having a defined personal brand will build trust and enable you to stand out and present yourself in a way that prospective employers, peers, mentors and your network can grow to recognize in a positive way.



One of the greatest advantages of a personal brand, once built, is its longevity. It will accompany you throughout your life and represent the real you.

**You will;**

- ⊕ Identify your strengths and understand how to amplify them
- ⊕ Recognise your limitations and learn how to minimise them
- ⊕ Identify and define your core values
- ⊕ Pinpoint and pursue your passions
- ⊕ Define your purpose - your 'Why'
- ⊕ Learn how to make an impact
- ⊕ Assess if your personal brand is working
- ⊕ Create your personal brand statement
- ⊕ Put in place your personal brand action plan
- ⊕ Translate the above into your in-person, online and all other interactions

Each stage will challenge you to dig deep to answer the questions and complete the exercises that will lead to your professional and personal success.

**Testimonials**

*"I found the 'Creating your Personal Brand' programme very focused and invigorating. It's clear to me that a personal brand is essential to get alignment between your personal career aspirations and the message you send to potential employers and colleagues through social media and other forms of communication. The programme enabled me to get clarity on what's important and what I want to get from my career. Seeing as we spend so much of our lives at work understanding this is key to happiness and contentment. I would recommend this programme"*

**Greg Mason, IT Director, Data Centres**

*"Thank you for the authentic way in which you took me on a journey discovering my drive and passion both on a personal and professional level. Your consultative approach in allowing me to find the right answers for my situation was impressive and spot on. As a result I have made huge progress in my career and received a promotion during our coaching journey. I also developed and embraced my personal brand which is contributing strongly to my self-confidence and purpose in life. I can highly recommend your coaching to anyone"*

**NZ, Director Solutions Marketing, EMEA, Level 3 Communications**

To find out more about Creating Your Personal Brand;

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I look forward to hearing from you.

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