



10 Things You Can Do to Uncover Your Personal Brand

Increasingly, professionals are seeking ways to step up and stand out in the workplace. More than just a buzzword, personal branding is getting the attention of leaders and professionals who wish to intentionally manage their careers to advance in their current jobs or transition to a new one.

Your brand is your unique promise of value, delivered consistently. Owning it and living it allows you to effectively spread the message of who you are and the value you deliver for your employer, to your clients, etc. You can use it to increase your visibility, establish yourself as a leader, and get better results in your job search.

Exactly what is your brand? It's not a persona you adopt or something you manufacture. You want your brand to be authentic and truly aligned with you, your strengths, and your value. Following are 10 actions you can take to help uncover your brand.

1. Describe your current brand.
What are you known for? Why do people seek you out?
2. Speak to others who know you.
Consider asking friends, family, and colleagues how they see you today to further clarify your brand. You may be surprised at what you learn.
3. Consider what you'd like your brand to be.
What elements of your current brand do you want to keep and what would you like to change? How does your current brand resonate with you?
4. Identify what differentiates you.
Focus less on what you do and more on how you do it. For example, one senior leader may be focused on external relationships and the art of the deal whereas another gets results by developing individuals and fostering teams.
5. Clarify what you value.
What is important to you? What drives you? Aligning with your values will allow you to establish a brand that is authentic.
6. Evaluate your interests and passions.
How do they impact your brand? A brand built around your interests will energize and motivate you.
7. Review your strengths.
What do you do best? Leveraging and managing your strengths will help you deliver on your brand ... consistently.
8. Know your target audience.
Who do you want to work for and with? Who do you want to serve? Targeting your brand and messaging toward the audience you wish to reach will help you develop an effective brand that fosters connection.



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9. Highlight the value you deliver.
Why would your target company or organization want you on their team? What pain points do you address or opportunities do you seize?
10. Consider your style and point of view.
What is your perspective or focus in what you do? Incorporating your own point of view will help make your brand unique and compelling.

As you uncover your brand, consider what truly motivates you. Then, get ready to own it and live it!

About the Author – Jill Fahlgren



Jill Fahlgren, Founder of The Possible Life, Inc., is committed to helping professionals realize their full potential, love their work, and feel great about what they do.

A certified Executive Coach, Jill guides clients to focus on what's possible, specializing in high impact leadership and professional development, career management, and career transition. She supports professionals and executives across industries to achieve personal, professional and organizational goals. In addition to coaching, Jill is an experienced speaker, trainer, and facilitator, who has been recognized for her energetic, passionate approach to fostering learning, engagement, and connection.

With 20+ years of experience in coaching, consulting, and technology services, Jill brings a combination of deep business experience and expertise, a solid coaching approach, and empathy to her work. She is certified as a Coach through the Hudson Institute of Coaching, a highly regarded International Coach Federation (ICF) accredited Institution. Additionally, she has a BA from Northwestern University and an MBA from Kellogg School of Management.

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