

PowerRecap

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8 Ideas for Building Your Personal Brand

- 1) **Take ownership...** organizations are no longer compelled to help you build your brand in the way they did when tenure was longer. The need for you to take ownership of your own brand is crucial.
- 2) **Know your skills...** be clear on your strengths and what you can offer your organization. Seek feedback regularly.
- 3) **Stay on top of the trends...** stay attuned to trends so that you can continually build your toolkit to remain competitive.
- 4) **Think “small steps”...** your brand will build over time through each action you take. Talk is cheap, execution is key.
- 5) **Seek opportunities/take chances...** think beyond your job box to find ways to build your career brand. Lead a committee, join a not for profit board, extend yourself in new directions to gain new experiences that help you build your brand.
- 6) **Know when to say “no”...** walk away from opportunities that don't align with your personal brand.
- 7) **Stay aligned...** when representing an organization, remember that you are an extension of that brand. Pursuit of your personal brand in a way that is misaligned with the strategic priorities of an organization will compromise your effectiveness and success within the organization. And, if you no longer believe in the corporate brand, know when it's time to move on.
- 8) **Be authentic...** start with who you are and build your brand from there. Only this will build trust in your brand, overtime.

Recommended Reading:

- **The 10K's of Personal Branding**, by Kaplan Mobray
- **Managing Brand You**, by Jerry Wilson & Ira Blumenthal
- **Me 2.0: Build a Powerful Brand to Achieve Career Success**, by Dan Schawbel

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