

## Improve Your Personal Branding

1. Identify your strengths. By knowing your own strengths and weaknesses you will know where to put your effort to a) Show your strengths to their best ability and b) Where to work on to fill the gaps as identified by your weaknesses.
2. Create a personal development plan – this is your plan for where you want to go: at work, at home, at play.
3. Get creative. Don't rest on your laurels but make sure you bring a creative approach to problems and opportunities alike.
4. Stay relevant. We all get out of date if we don't work on our skills. Look around at the others in the same field as you, and see where new approaches are coming from. Embrace new ideas and technology.
5. Learn to sell yourself. It is no good being the best if no-one knows it. Keep your CV up to date and create your "elevator" pitch – why people should value you and your services. Get mentioned in dispatches.
6. Review your power base- is it knowledge based? What do people know you for? Do you need to change their perception?
7. Be assertive, not aggressive. Do push yourself forward, don't be pushy.
8. Anticipate changes. Look for where the next big change is going to be and get on board as an early adopter.
9. Google yourself. Where do you appear? Is it always in the best light? Turn off any social networking accounts which may not show you at your best.
10. Dress for success. Your outward appearance can reflect your inner thoughts. If in doubt consult an image consultant.

