



Personal Brand Management - Every Day! (and a KPMG All-Star Challenge! - see below)

You've probably heard a lot about 'Personal Brand' lately. I spend about half my time working with executives in transition who need to really understand their Personal Brand to effectively market themselves. Their brand is less about what they have done and more about 'Who They Are as Leaders.' For instance, I would rather they be known as the senior executive with 'Vision - Break Through Execution - Winning Results,' who is Innovative and Creative and Inspires Exceptional Teams' than the 'Senior Home Building Executive' or the 'public Company CFO from a particular industry.'

But Personal Brand isn't only for executives in transition. Personal Brand is about who you are every day. It is also more about how your brand is perceived by others than what you intend to project. We judge ourselves based on our intentions. Others judge us based on our actions. Brand integrity and brand management are about ensuring the two are always in sync.

Brand management is also about consistency. Does your brand vary by the level of person you are dealing with? Do you have one brand as your everyday self and another brand when you are under stress, overwhelmed or frustrated? Which do people see more regularly? Do you have a different brand at work than at home? Which one is your authentic brand and what would happen if you allowed yourself to be true to your authentic brand all the time?

Consider the following examples:

Are you Tigger or Ior?
Do you give people energy or drain them of energy?
Are you always asking for more or always the victim?
Are you a cat or a mouse?
Are you a leader or a follower?
Are you always approachable or too often stressed, busy, frantic, frustrated,
overwhelmed?
Are you full of new ideas or always suspecting that something won't work?
Are you a 'can do,' go-to' person or the one that hides from added responsibility?
Are you 'in control' and calm under pressure or always a bit on the edge?
Do you dress to support your brand image?
Are you reliable and responsible or do you usually have an excuse?
Do you do what you say you are going to do when you say you will do it?
Are you on time or 'more important' than the person you are meeting?
Are you pessimistic or optimistic?
Are you peaceful, content, happy?

We can probably all think of times when we were overburdened with workload. While we might like to think we are can-do, go-to people who are reliable and responsible, a leader, optimistic. Others might see us as stressed, busy, frantic, full of excuses, and sounding like Ior. Remember - brand is more about what others see than what you intend the message to be.

Take a day or two and do a 'brand audit' on yourself. Observe yourself and consider what brand message is being received by others. Is it consistent with the brand message you intend to communicate? Awareness is the key here.

If your brand could use a little 'refresh' project - Let's talk about how coaching can help. **It's time to be an All-Star!**



The KPMG All-Star Challenge!!

Join the 10th annual KPMG All-Star Team for the Multiple Sclerosis Bay to Bay Bike Ride on October 16th and 17th. No bike? No worries - we've never not been able to find a bike to borrow. Not ready? Join our weekly training rides. It's a weekend of fun, challenge and a life changing experience that opens your mind to what you can accomplish when you challenge yourself to step beyond your comfort zone! Bring your

family and friends. First time riders - use the code provided to register at no charge! There is nothing more satisfying to me than seeing the face of a first time rider sitting in the grass in Mission Bay realizing they just rode 100 miles on a bike! Something they never would have thought they could do. They did it - not me! I just presented a challenge to play hard and helped inspire and motivate them.

Feel free to contact me with any questions!

Click here to check it out and register.

http://main.nationalmssociety.org/site/TR?pg=team&fr_id=14192&team_id=196825

**Can't convince you to ride? Please consider sponsoring a rider on our Team!
Your support will be genuinely appreciated.**

