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Personal Brand Value Proposition

Discover your leadership identity beyond your job description to drive impact and influence

Executive Coaching

3 Ways To Most Effectively Communicate Your Personal Brand

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Personal branding is a popular topic in the workplace. Interest is at an all-time high as people struggle to define their personal brand and live it in ways that come most naturally to them. When you know yourself and your natural tendencies as a leader, it's much easier to communicate your personal brand. When you are out of touch with who you are and what you represent as a leader, it makes you vulnerable and more susceptible that your brand will be defined by others. This is why so many people in the workplace feel stuck between what others want them to be and how they see themselves. They fall into the trap of allowing others to represent their brand, on their behalf. This ultimately makes it more difficult for people to communicate their personal brand if they have never been in a position to manage it themselves.

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Personal branding is a never ending journey of self-discovery. A journey to knowing exactly how to communicate your value proposition – those unique, defining elements that give your personal brand distinction. A distinction defined by those characteristics embodied by your innate behaviors and influenced by your core values.

You are most proficient at effectively communicating your personal brand when you can describe the interconnected and woven layers that define it, in two words or less (your personal brand keywords). For example, if you regularly read my Forbes columns, you will notice that there are several common themes that are featured throughout my leadership, workplace, and career management messages. In fact, I have over 20 categories that I have been able to distill into 6 common themes that represent my unique experiences, learnings, hardships and success stories. They are as follows:

- Opportunity
- Passionate Pursuits
- Entrepreneurial Spirit
- Generous Purpose
- Legacy
- Authentic Identity

Many of my readers have asked how to consistently write original content that is authentic – based on personal experiences that leaders and others in the workplace can relate to. My response: personal branding is a leadership responsibility; not a self-promotion campaign. My responsibility is to share the foundational elements that have shaped and defined my personal brand (Immigrant Perspective) over the course of my life and career.

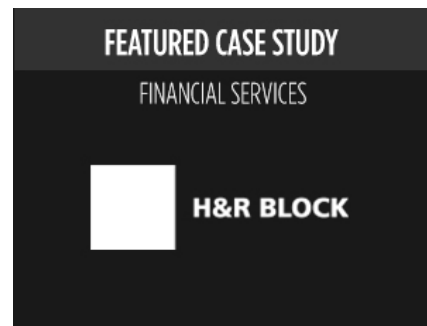
A personal brand is the total experience of the relationship that others have with you. Effectively sharing the total experience of my personal brand with others has involved thousands of hours of self-reflection, introspection and evaluation of my childhood years (which my parents have well-documented), education, career choices, leadership roles, entrepreneurship, and research of my cultural heritage (all of which I have documented). This journey and responsibility to manage my brand and effectively communicate it with others has challenged me to simplify the common themes into two words (Immigrant Perspective), to create efficiency in delivering my message in order to provide the necessary clarity of thought in every word, sentence and lesson – all to assure my personal brand is understandable and resonates with others.

This three-pronged approach – one by the way that Apple embraces and uses to explain its brand harmony – represents the most effective way to communicate your personal brand. The following describes each of these interconnected parts so that you can choose to do the same with your personal brand on your way to becoming a more responsible leader.

1. Simplicity in Organization

The digital world brought upon us by social media, smartphones, apps, etc., challenges today's leaders to communicate their personal brand in simpler ways (e.g., Twitter with its 140 character limit). It has introduced a new, more simplistic form of communication that has transcended the workplace and impacts society at-large. As such, people now have more of an appetite for “content chunks” that are quickly digestible, relatable and applicable to their lives.

People want their leaders to make it simple to understand their expectations of them. They don't want to be lectured; they want to be mentored and inspired. They want less “corporate speak.” They want to feel safe to be themselves – and a leader that creates such an



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Leaders can't turn around a division, a department, or a company until they turn

environment by encouraging freedom of expression and giving them the permission to think, act and innovate in ways that come most naturally to them.

People want to relate to and have something in common with their leaders; they want to trust their leaders. Convert complexity to simplicity.

Do you communicate your personal brand with enough simplicity to make it relatable and digestible for others to follow? Does it engage their interest? Will it help influence their choices and decisions? Or, is the communication of your personal brand complicated and intimidating to others?

Define the common themes of your personal brand in one or two words. Think carefully about how your personal brand keywords are interpreted by others. Are they delivering the message you expect and desire? Are they simple enough for you to translate into a photo or image? In other words, if you were going to start your day in the office by sending a message to your colleagues or teams, how you would communicate this in a photo or image? That is the simplicity you should be striving for in how you communicate your personal brand. As you continually refine, strengthen and define your personal brand, ask yourself: if you were to tell a story about your personal brand, what would your photo album communicate?

We are all immersed in the noise that surrounds us. Simplify how you communicate your personal brand and you will quickly observe people beginning to gravitate towards you.

Simplicity is the art of thoughtful organization.

2. Efficiency in Delivery

The ultimate impact, value and sustainability of your personal brand is a result of how well you deliver its value proposition. The personal brands of the most effective leaders have long-lasting impact; they permeate through others. There is natural ease in a great leader's presence. When others are able to immediately apply the lessons learned from a great leader, it is contagious – when there is efficiency in delivery.

Efficiency is a product of consistency, transparency and being true to the real you. Don't overthink the process. Allow the process of how you communicate the delivery of your personal brand to come naturally to you; don't force it. Never compare your personal brand to others because everyone's brand is unique. People aren't exactly the same; we just share common experiences that bring us together.

Manage your personal brand as if it were a trademark, an asset that you must protect while continuously molding and shaping it. As such, throughout the journey, continually test new methods of delivery efficiency. Discover (through trial and error) the best ways to be most efficient in how you communicate what defines your personal brand distinction. Is it through something traditional like PowerPoint? Or something more cutting-edge, like an app, a blog, or a YouTube video channel? Do you do best in delivering your personal brand message in meetings? How about a keynote address? What is your preferred method of communication for your personal brand?

Remember, everyone has a choice to follow their leader. Make it worth their time and earn respect from others by living the brand that best defines you. When you are efficient, you make those around you more productive and mindful of the importance of seamless communication, which will have measureable impact and maybe even go viral along the way.

3. Clarity of Message

To have an impactful personal brand that attracts an audience, you must know how to get people to seamlessly gravitate to your most authentic ideas and ideals. Clarity of thought invites the curious mind. Great leaders are extremely clear with their message.

around themselves. They must break free from outdated workplace templates that devalue individuality and clearly define and understand their personal brand value propositions. That's how leaders will define the evolution of the business when uncertainty is the new normal and elevate their impact and influence to lead authentically through shifts and changes affecting their industries.



Enable people to explore your personal brand message and understand how it applies to their own circumstances. When you can deliver clarity in your message, it gives people the confidence and willingness to apply your ideas and ideals to their own lives and careers.

Communicating clarity of your personal brand message takes time to master. Be patient. It requires you to start exploring, 1) the simplicity in organization and 2) the efficiency in delivery of your personal brand. In fact, each of these three ways to most effectively communicate your personal brand is interconnected. Their impact and influence grow stronger as they build upon one another.

For example, when I began the journey of defining my personal brand (Immigrant Perspective) over 20 years ago and began the process of communicating its value proposition – it initially created confusion for most people. They thought I was an immigration expert (which I am not), rather than a thought leader that was introducing a fresh perceptiveness on global leadership that was directly influenced by cultural values and heritage. At first, I thought it would be a hurdle that was too difficult to overcome. But instead of redefining my personal brand to make it easier for others to understand me – I worked harder at refining my message and identifying the common themes that people would associate with and be able to apply. Over time, the message became clearer and it started to resonate with people. The demographic in America became more culturally diverse, the demand to understand the requirements to compete in the global marketplace became increasingly important – and the rest is history.

This is the same challenge that most people are faced with in defining and communicating their authentic personal brand. Instead of trusting themselves and embracing the journey of self-discovery that is required for the management of one's personal brand – people grow complacent, frustrated and quit. They assimilate away from who they naturally are in order to be more of what others believe they should be. This is why most people never define or truly live their personal brand. They look for short-cuts, thus making it impossible to make their message clear, because they are unable to feel comfortable just being themselves.

As you go about defining and refining your own personal brand, think about whether it meets the three interconnected criteria of simplicity, efficiency, and clarity. What is your personal brand? Are you at the point where you can communicate it in one or two words? Ask those around you how they would describe your personal brand in one or two words? Does it match? If not, you've got more work to do on your leadership journey.

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