



5 STEPS

TO BUILDING YOUR CAREER IN YOUR CURRENT ORGANISATION

"If you're not a brand, you're a commodity." - Robert Kiyosaki

The best way to get faster promotions and higher salary hikes in your current job is by building your personal brand - within and outside the company.

Most people hate promoting themselves. They work in their 'silos' assuming that their work will speak for itself. Nothing could be further from the truth!

Attention spans are fleeting and first impressions count. People who invest time and effort in building their personal brands gain significantly in their careers without having to change jobs.

This handy guide lays down a 5-step process to get you started with building your brand in your niche so that you get faster promotions and salary hikes in your current job.

STEP 1 - Identify Who You Are

The first step to building your personal brand is to know exactly who you are. It's the starting point in this exciting process.

Read up on "Johari's Window" by searching the phrase in Google and you'll discover that you know only a part of yourself which may or may not be how others perceive you!

To discover yourself better:

- ➔ Take an inventory of yourself and your skills
- ➔ Have a frank discussion with your best friends and ask them to give you honest feedback about how they perceive you
- ➔ Put the feedback down on a SWOT (Strengths, Weaknesses, Opportunities and Threats) grid in an excel sheet



STEP 2 - Create Your Personal Brand Statement

A personal brand statement is a one or two-sentence phrase that accurately sums up what you do and what you stand for.

Examples:

"I help organisations make sense of reams of data to arrive at actionable decisions."

- Data Scientist

"I help manufacturing organizations energize, focus and align their operations for greater profitability." – Productivity Expert

"I help people move well eat well, think well." – Fitness Expert

STEP 3 - Select one online platform to start broadcasting

Using the personal brand statement build your authority status in your niche by publishing regular content on any one of the following platforms:

- YouTube: <https://youtu.be/BXSliN6tOWg>
- Facebook Pages: <https://youtu.be/cLxMgLxUyiY>
- LinkedIn: Refer to my first webinar on LinkedIn
- Podcasting: <https://youtu.be/PIJpOcFf5h4>
- Blogging: Refer to my webinar on blogging

Be consistent with your content creation and publish at least once a week.

STEP 4 - Speak At Public Forums

Supplement online personal brand building with an offline brand building by speaking at a public forum. Start small and work your way up to the larger forum.

A few good options for you:

- Your weekly department meetings
- Office town halls
- Local Meetups
- Conferences

The more you speak, the better you'll become at it and more often you'll be invited to speak at events. Most conference organisers are constantly searching for speakers!



STEP 5 - Remain consistent

Personal brand building takes months. Not weeks. The secret to successful personal brand building is consistency.

Consistently publish new content, speak at every opportunity you get and network as much as you can with people outside your comfort zone.

You'll be rewarded with a unique personal brand that will grow slowly but surely over the years, and make you a leading authority in your niche!

Bonus STEP 6 - Your Career Is Your Responsibility

Here are steps you should implement right from today to ensure your career progresses fast in your current job:

- Don't wait for HR to plan your career. That's not their job. Your career is your responsibility
- Help your boss. Understand that s/he probably has a lot more pressure in their role than you do in yours, so try to take as much of their load proactively as you can
- Volunteer for any cross-functional committees. You'll get noticed by seniors in other departments who may have relevant job openings for you
- Offer to take notes in department head meetings. Nobody likes doing that, but you'll learn critical business skills and observe senior-level interpersonal dynamics. That's useful in your career. Volunteer to make presentations for your boss or (with his permission) his boss. It's grunt work - but pays off very well in the long term. You'll get noticed by the right people
- Have your office lunch with at least two people you usually never would, every week. Networking is the key to career success
- Join professional organisations and stay informed. Keep up to date in your field and take as many courses as needed
- Remain sincere, helpful and a positive person everyone wants on their team

It's Your Turn Now!

"All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You." - Tom Peters

You can use this reference video on Personal Branding to come up with your action plan.

Video Link: <https://www.youtube.com/watch?v=4hJxK8t4pxY&feature=youtu.be>