

Your Personal Brand

Communication Skills & Behaviours of the Best

Confident; relaxed; genuinely interested in others; curious; ask questions; active listeners; “present”; engaged; empathetic; interesting – good chat and stories; polite; respectful; appropriate; happy; positive; optimistic; friendly; warm; welcoming; open; inclusive; well dressed and groomed; good at “working the room”; comfortable with small talk; fun; good sense of humour; enthusiastic; energetic; knowledgeable; insightful; have a view; good body language – posture, gesture, facial expressions, eye contact, voice, handshake; well prepared; focused; perceptive; flexible and adaptable to different situations, people and their various behavioural styles; genuine; sincere; authentic; good at following-up; reliable; persistent – but not pushy; helpful; well connected; resilient; organised; systematic; pro-active

Emotional Intelligence: Star Business Developers	The Morning-after Business Card Test
<ul style="list-style-type: none"> • Self regard: do you value yourself and your abilities; are you too hard on yourself? • Self actualisation: do you always strive to improve yourself and learn new things? • Stress tolerance: do you have ways to relax? • Happiness: do you have a sense of fun; do you know what makes you happy? • Optimism: how’s your “explanatory style”? <ul style="list-style-type: none"> ○ permanent; pervasive; personal ○ temporary; specific; external 	<ul style="list-style-type: none"> • Be noticed.....for the right reasons! • Be appropriately memorable • Get a sense of personal brand • Be a chameleon • Be yourself – it has to be authentic • Self Awareness is key • Be a source of pleasure!

<p>What is your authentic personal brand? What resonates well with you from the list of communication skills and behaviours above?</p> <p>What would you like people to think and feel when they meet you?</p> <p>What would you like them to remember about you the next day?</p> <p>What communication skills do you need to work on in order to display your authentic personal brand?</p> <p>What behaviours do you need to display more of in order to enhance your authentic personal brand?</p> <p>What behaviours do you need to display less of: what is detracting from your authentic personal brand?</p> <p>Who can you ask for feedback (to check whether you are displaying the personal brand that you think you are)?</p>	
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