

How Great is Your Brand?

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An area that I have been working on with several of my coaching clients of late is personal branding. So I thought this month I would share a little with you. It is important to realize that it is not just products that are brands. People are brands too. What is a brand? Well it is a relationship that people have with a company, product, service or person. Your personal brand is the perception that others have about how you fulfill their needs and requirements.

There are 3 components to consider with any brand:

- 1) **Your relationships.** Who do you have relationships with? Which ones are very positive and working well and which ones are not? For those that are not, it may be that you just do not know each other well yet. However, it might be that your brand has been tainted as you have not been fulfilling their needs. On a scale of 1 to 10 how would you rate the quality of your relationships with the people that you know? What actions could you take to improve them?
- 2) **Your standards.** These are how we do things. Standards may be being on time for meetings, delivering work on time and to a high quality. Responsiveness to phone calls or emails. Do you deliver more value everyday than you are paid for example? What are your standards? Are they high enough? Are they consistent?
- 3) **Your style.** This is how you relate to others. From the book 'The Science of Being Great' by Wallace D Wattle, truly great people are generous, courteous and kind in all their dealings. They do even small things in a great way. And this is consistent in all environments, in domestic circles and at work. They are also never boastful about how good they are as others will simply see through them and not believe it. Great brands are developed this way through consistency. Develop your brand through your results, not your talk, not your wishes but your results! And of course to gain results requires you to take action.

Wishing you success always,

Chris Cooper
Managing Director

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