

Ep 64: 4 Questions to Help you Refresh Your Personal Brand for 2022

Making meaningful changes for lasting results



- What is something I want that has been alluding me?
 - This sets the focus for cultivating your Personal Brand. It also provides a motivating "why" for going through the effort.
 - In order to understand if yours is a sufficient enough motivator for change, ask yourself "why do I want this?"
 - Really consider your answer and evaluate whether the answer is motivating enough for you to make a change. You may have to ask "why" a couple of times. Your initial "why" may present itself differently as you progress.
- What are the consistent themes that show-up that move me towards or away from my goals?
 - There are consistent Behaviors and Actions at play that stem from your Characteristics. The exercise here is recognizing what they are.
 - Reflect back on the last couple of weeks or months. Think about interactions that went well or not. In either case, your success is probably based on how you made people feel.
 - When thinking about themes, think about how you made people feel. It doesn't matter if you are right, justified, intended for them to feel that way or not. Their perceptions is their reality, so you need to be mindful of the perception you are making.
 - Common themes when people are moving toward their goals: treating people with respect, think about the bigger picture, always teaching, good listener, looking for solutions, want to know others as people.
 - Common themes when people are not moving toward their goals: only thinking about themselves, overly direct, snarky/condescending, micro-manage without context, out-of-touch, bad behavior in general that brings everyone down.
 - Take advantage of this time of year when many people take vacation and separation to come back clearer. Make this an active time. Engage in what is going on and identify your themes.
- Does my physical appearance need a refresh?
 - Recall the first question...you do not have enough will-power to push through an arbitrary goal like "lose weight" without having a meaningful impact motivating you. Whether you have found that or not, you need to learn to appreciate your body and treat it accordingly. This does more to improve body image than sweating off a few pounds.
 - Learn to dress yourself appropriately and for your body type. If need be, research people with a similar build and what they look great wearing. Look for good advice from trusted people. Resist the urge to go baggy, this is usually a bad idea.
 - Our working- from -home environment may have gotten you too casual. It is not vain or extravagant to want to look your best especially to bolster your confidence. It can change your entire attitude.
- Have I been building transactional or emotional relationships?
 - We need others to achieve our goals and dreams. Emotional relationships are key because we need people invested and motivated in supporting us. Being behind a computer makes it easy to convert to transactional relationships. Invest the time in communicating on a human level.
 - Find ways to engage casually that builds rapport. This may have been done naturally when getting coffee in the office. Since you may not have these impromptu run-ins, find ways to check-in and say "Hi" with no agenda. It is important to keep informal interactions.
 - Building emotional relationships also means creating value that leaves an impression beyond just the immediate need. The "how" is so critical in creating a connection that is relational vs. transactional.

Areas to address immediately are:

1. _____
2. _____
3. _____

Action Plan:

Action	Timing	Progress	Complete