

# IMPOWER

## Developing “Brand You”: Confident, Visible, Vocal

**Talented Communicators** know how to speak up and step up to build credibility and seek opportunities.

### Build Confidence

Confidence drives credibility, trust, and respect. ACT your way into Confidence.

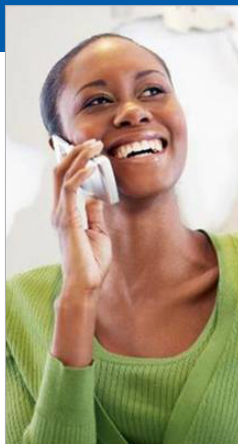
### Be Visible

Who knows you? Own your Strengths. Refine your personal brand and key differentiators.

### Be Vocal

Speak up. Clearly articulate your value and impact.

Being “Good” isn’t Enough  
*Confidence + Competence + Visibility =*  
**Positive Influence, High Impact, and Brand YOU**



### CONFIDENCE CUES

- Downward Inflection
- Conversational Tone
- Lower Pitch and Strong Volume
- Take a seat at the Table
- Speak in SHORT sentences, with PAUSES
- Take up Space
- Still Body (not fidgeting)
- Connecting Eye Contact

### CREDIBILITY KILLERS

- Qualifiers
- Apologies
- Filler Words
- Too Much Information
- Emojis
- NOT Speaking Up

# Your Personal Brand

## WHAT

The process by which individuals **differentiate** themselves and stand out from a crowd **by identifying and articulating their unique value proposition**

## WHY

You already have a brand. Manage your brand to:

- Focus on what you **want** to be known for
- Build a stronger reputation

## HOW

Know how you are **perceived** today and create an authentic brand by focusing on:

- Natural gifts and strengths
- What differentiates **YOU** (unique vs. generic)
- Being consistent
- Creating brand ambassadors



## DESIGNING A BRAND STATEMENT

### For Your LinkedIn or Resume:

I do \_\_\_\_\_ using my \_\_\_\_\_ skills to get \_\_\_\_\_ results.

### For “Regular” Conversations:

What I bring / love / enjoy most is \_\_\_\_\_, and how this shows up / or why it matters is (Example) \_\_\_\_\_.

Beyond your Brand, you need to be ready to talk about your contributions.

Talk in “Headlines” and Bullet Points  
Communicate things of Actual Value

- Tie to strategic initiative and impact-why something matters
- Talk results not activities
- Share knowledge about what you learned

## WHAT IS THE IMPACT OF THE WORK YOU DO?

TASKS	RESULTS

***Know Your Value AND what your Leaders Value***