

## PERSONAL BRANDING

What is it?

Your Personal Brand is the quintessential YOU that you display to the world.

Your Personal Brand is much more than your physical appearance.

Successful companies take their brands very seriously. They devote a great deal of time and effort to managing them. But as individuals our Personal Brand is something that we rarely pay much attention to. For some of us the closest we get to managing our personal brand is when we identify some personal traits or other qualities which we believe will be useful in “getting on”. We try to project those values.



A Personal Brand is a comprehensive personal vision of yourself which makes up the face that you present to the world. It therefore determines the way the rest of the world perceives and understands you.

For a Personal Brand to work it has to be authentic, it has to be consistent. This is tremendously important in business and, indeed, in the wider world in general. You need to give a clear and consistent understanding of who you are and what you stand for.

Why should I create one?

In business, in particular, it is just as important to clearly identify, communicate and manage your Personal Brand as it is for any other brand in the marketplace.

If you are looking to promote your career, apply for a new job or find yourself in any situation where you need to exert long term influence, projecting a clear, congruent Personal Brand is vital.

Only too often the personality that we try to project is the one that we think will do best for us. The one that we think that other people will approve of or admire. The one that will help us get on. Unfortunately when this is out of alignment with our true self people notice. Sometimes it is glaringly obvious and sometimes there is a more subtle sense that something is just not quite right. The overall effect is that, ultimately, people think less of us... they recognise that there is something out of kilter. It erodes trust.

In the short term acting-as-if, temporarily taking on a different persona, can be an useful way of making progress on an issue. However, in the long term, if you are looking to promote your career, apply for a new job or find yourself in any situation where you need to exert long term influence projecting a clear Personal Brand is vital

**Marian Moriarty Coaching**

[www.marianmoriartycoaching.co.uk](http://www.marianmoriartycoaching.co.uk)  
[admin@marianmoriartycoaching.co.uk](mailto:admin@marianmoriartycoaching.co.uk)

## PERSONAL BRANDING

How does it work?

The important thing about your Personal Brand is that it should project, reinforce and generally affirm the essential you and not be a synthetic or assumed character designed to impress.

A Personal Brand ultimately grows from a strong sense of identity and purpose. It is influenced by our values and beliefs (about ourselves and about how the world works). It is reflected in other key aspects of our personality.

A strong personal Brand provides you with ways of working & living that mean you are not in conflict with your values and beliefs. You are able to live your life, in and out of work, with congruence and integrity at all times. It provides you with a greater access to and sense of your own internal wisdom. And so provides an anchor point against which you can measure important decisions.

It can be a route to reducing internal conflict, it makes you more consistent in the way others perceive you and in the way you relate to others. It makes you more believable.

How do I get one?

Marian Moriarty Coaching can help you to explore and define your own unique Personal Brand.

We take you on a detailed exploration of your persona.

A journey through your :

values	abilities
beliefs	behaviour patterns
priorities	sense of purpose
perspectives	identity
attitudes	



At each stage we reflect on how each aspect builds together to make up YOU.

From this we work together to crystallise and express your Personal Brand in a way that will be of enormous help to you in reaching your goals.

**For more information or to discuss a programme contact us :**

**Marian Moriarty**  
**07785 2323 57**

**[admin@marianmoriartycoaching.co.uk](mailto:admin@marianmoriartycoaching.co.uk)**

**Marian Moriarty Coaching**

**[www.marianmoriartycoaching.co.uk](http://www.marianmoriartycoaching.co.uk)**  
**[admin@marianmoriartycoaching.co.uk](mailto:admin@marianmoriartycoaching.co.uk)**