



PERSONAL BRANDING FOR LEADERS

By

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Etiquette Xllent Company

The Xllent logo is located at the bottom center. It consists of the word 'Xllent' in a bold, sans-serif font. The 'X' is red, and the 'llent' is white. A small red dot is placed at the end of the word, after the 't'.

Why we do what we do



- It's a crowded world out there, and whatever we do, there are loads of other people who do the same thing we do
- So, in order to stand out, you must be **visible** and **desirable**. Explore what makes **YOU** special. Your **USP -Unique Selling Proposition**.
- Once you have found that, then you will be able to practice the best way to **communicate** your USP to the hungry market, and use it to increase our prices, too!

What we do



Empower Leaders to help them **STAND OUT!**



Training / Coaching Services



- ☐ Power of Executive Presence
- ☐ Personal Branding
- ☐ Public speaking skills
- ☐ Compelling Communication and Presentation Skills
- ☐ Dress to be Addressed
- ☐ Networking Skills
- ☐ Boardroom Etiquette
- ☐ The Business Pitch
- ☐ Business Meal Etiquette / Fine Dining
- ☐ Emotional Intelligence
- ☐ Relationship Management
- ☐ Being an Xllent Leader
- ☐ Interview Skills – Get that job!

Soft Skills = Axe



*Abraham Lincoln " Give me 6 hours to chop down a tree
and I will spend the first 4 hours sharpening the axe"*



An axe is a **strength multiplier**. You can be the strongest lumberjack in the world, but with a dull axe, you are in trouble.

You can work hard, hustle, put in the hours, but the magic happens when you aim to perfect your **soft** skills before hand.

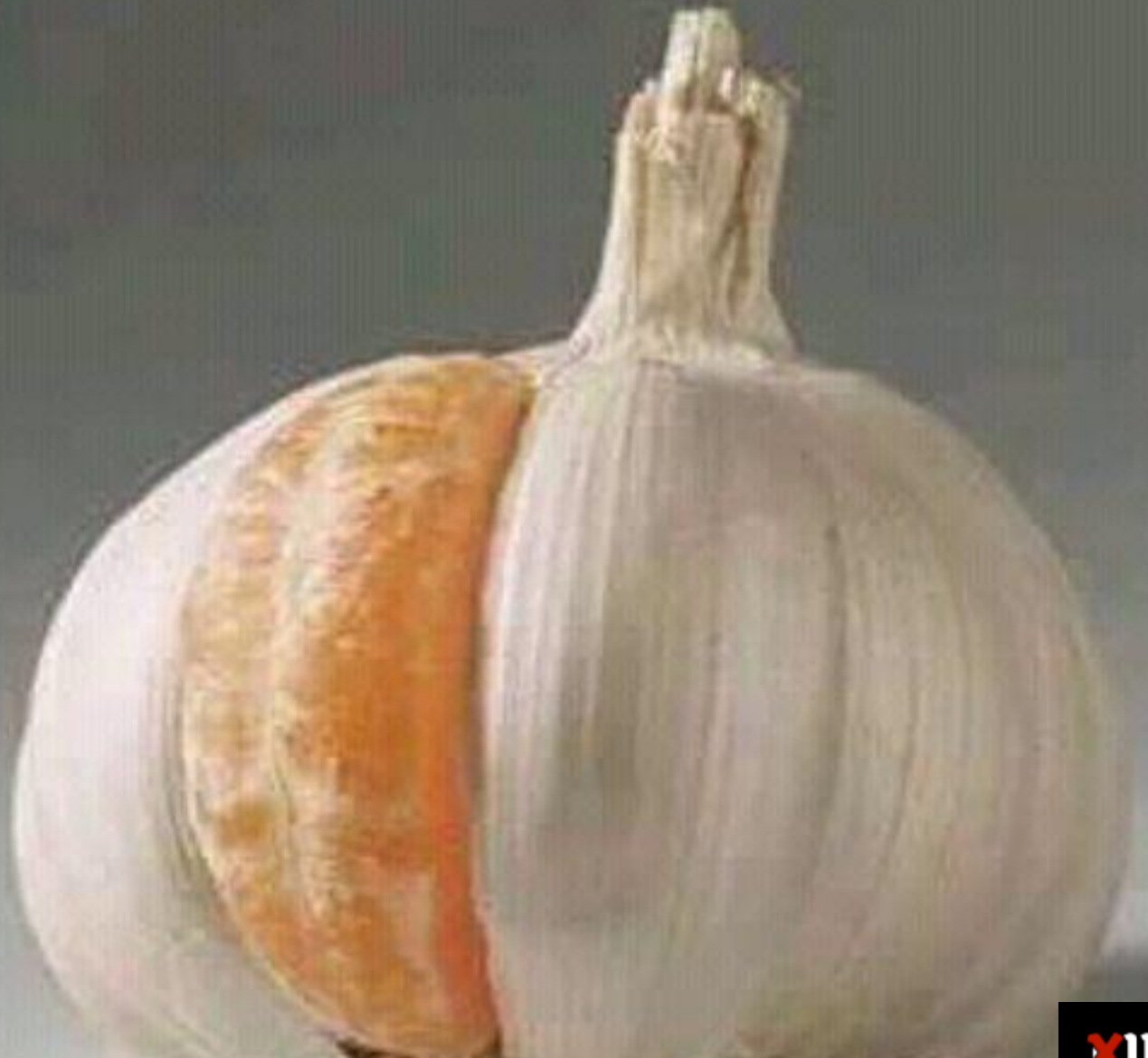
Hard Skills



We Can Achieve Anything We Want If We Want

Soft Skills

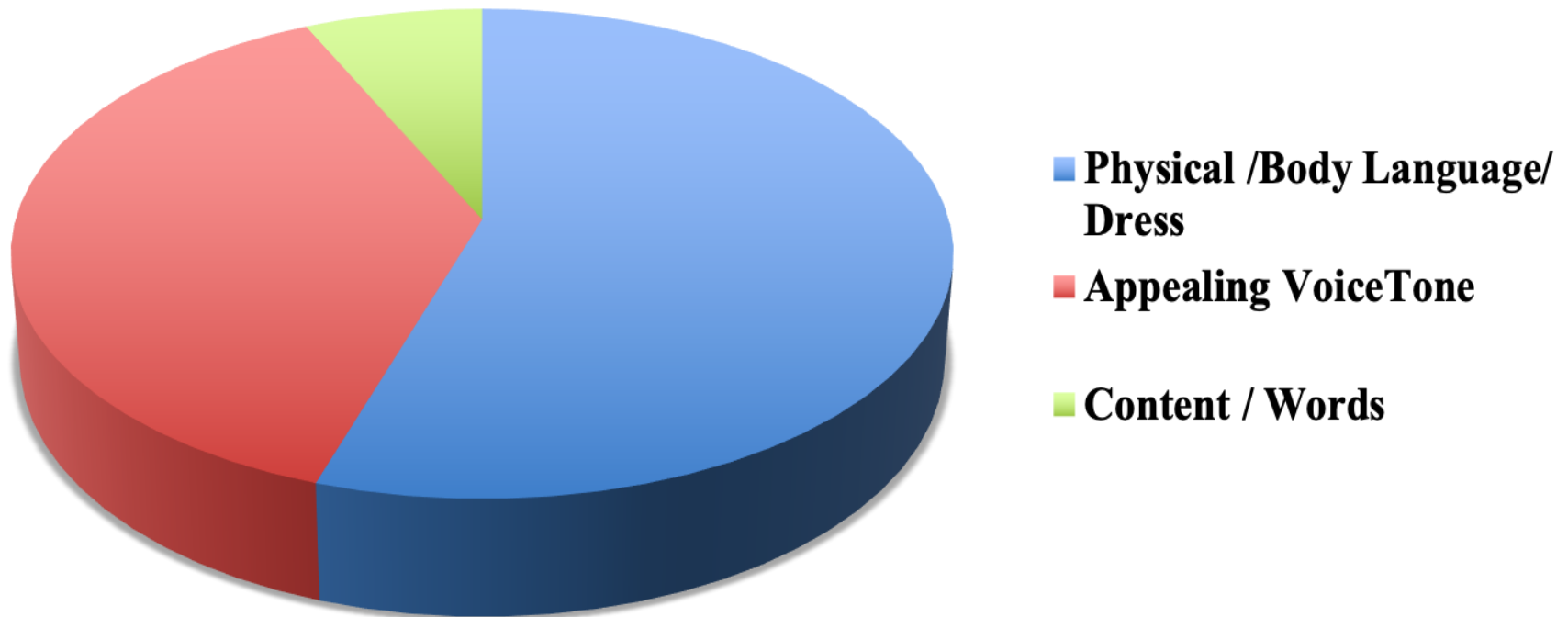
No fingerprint has ever been the same!
Each of us has a **uniqueness** that is amazing!



Power of Non-verbal Communication ...



- 93 % of decisions about us is based on **First Impressions**,
mainly
Non-verbal communication



SPICE Up your brand.



SPICE Up = Spiritual

Physical

Intellectual

Community

Emotional

☐ Discovering Your Uniqueness

☐ Reinvent Self = Move Out Of Comfort Zone To Courage Zone

☐ Brand yourself using ERRC Strategy)= **ELIMINATE**

REDUCE

RAISE

CREATE



- ❑ What is a Brand ?
- ❑ What is Personal Branding – Definition
- ❑ Importance of a Personal Brand





A Brand is:

A 'PROMISE'

A unique promise of value to others /customers

OR

A distinguishing identifying mark that differentiates you

Symbolized as an **"IDENTITY"**



The creative external image of the brand is the logo.

Delivered by **"EXPERIENCES"**

Ultimately, it's the way consumers perceive a brand that defines it. It doesn't matter what you think your brand promises. The only thing that matters is how consumers perceive your brand.

Its All About Where You Are Going !



- ❑ Many people struggle with success because they have not branded themselves for where they are **going**. They speak the language of their origin instead of the language of their **destination**. Whether you know it or not, you are communicating something to people.
- ❑ Personal branding is the art of **defining** how you want people to define you. In spite of what we may have been told, people do judge books by their cover. This is meant to **design the cover for the book of your life**.

A brand is anything that separates something from another similar thing

**“Your brand is
what people say about you
when you're not in the room.”
~ Jeff Bezos**

**A brand is anything that separates something
from another similar thing**

What Makes Your Brand Stand Out ?





Your Personal Brand Should Be....



- Your personal brand should represent the value you are able to consistently deliver
- Managing your personal brand requires you to be a role model, mentor and or a voice that others can depend upon.
- Over time the responsibility becomes a natural and instinctual part of who you are.

Your brand depicts your **LEGACY**



What do I want
someone to
remember
about me?"

How do I
want to be
perceived?

"How can I **create**
the right
first impression"

4 STEPS TO PROFESSIONAL PRESENCE



- Step1:** Make a powerful **first impression** using essential components that convey trust, rapport and connection.
- Step2:** Use **nonverbal communication** to maintain the first impression and create a lasting one.
- Step3:** Master high tech **communication**, e-mail, voice mail
- Step4:** Develop the **social skills** needed to make the most of corporate events , business meals, networking events.

STEP 1- 1st Impressions

FIRST IMPRESSIONS *Make them memorable*



Did You Know...



People make decisions about the
people
they meet within the
first 6 seconds of meeting?



*...you never get a second chance
to make a first impression...*

What do people who stand out have in common?

The objective of the first impression is to start the process on a professional note.

- ☐ You sell yourself first, and then
- ☐ Sell your organisation, then
- ☐ Sell issues/ products / services

Having Virtual Presence



How do you show up in Zoom Meetings?

POISED

POLISHED

PROFESSIONAL VIDEO CONFERENCE

Having Virtual Presence



- ❑ Zoom and other video conferencing applications have become the embodiment of the pandemic era interaction tools.
- ❑ Research is starting to confirm that video conferencing saps our mental resources – inducing undue duress.
- ❑ Sustained, close-up eye contact can be both uncomfortable and stressful. Looking at yourself on video and seeing spots, wrinkles causes self-consciousness, body dissatisfaction, and pressure to change your appearance.
- ❑ Sense of added pressure to perform while on video as all eyes are on you. For some, it's a chip at their self-esteem.

- ❑ Knowing how to present oneself on video conference calls can be the difference between a successful meeting and a reputation-damaging experience.
- ❑ No matter your level or your organization, it takes years to build a brand that is recognized for poise, polish, and professionalism— one Zoom call can change that.

Netiquette



- ❑ Practice “netiquette.” Email, Facebook, Twitter, LinkedIn, Instagram, and blogging are just a few of the social media tools used to interact with the public.
- ❑ Whether you are emailing your boss, colleagues, or constituents: be formal.
- ❑ Compose thoughtful emails and proofread them carefully before hitting send.
- ❑ There are many examples where seemingly private posts from public officials become broadcasted for all to see.



What image are you presenting to the world?





STEP 2 – Non Verbal Communication



Use nonverbal communication to maintain the professionalism and create a lasting first impressions.

- ☐ Body Language
- ☐ Eye Contact
- ☐ Appropriate Language
- ☐ Effective Use of Voice
- ☐ Smile

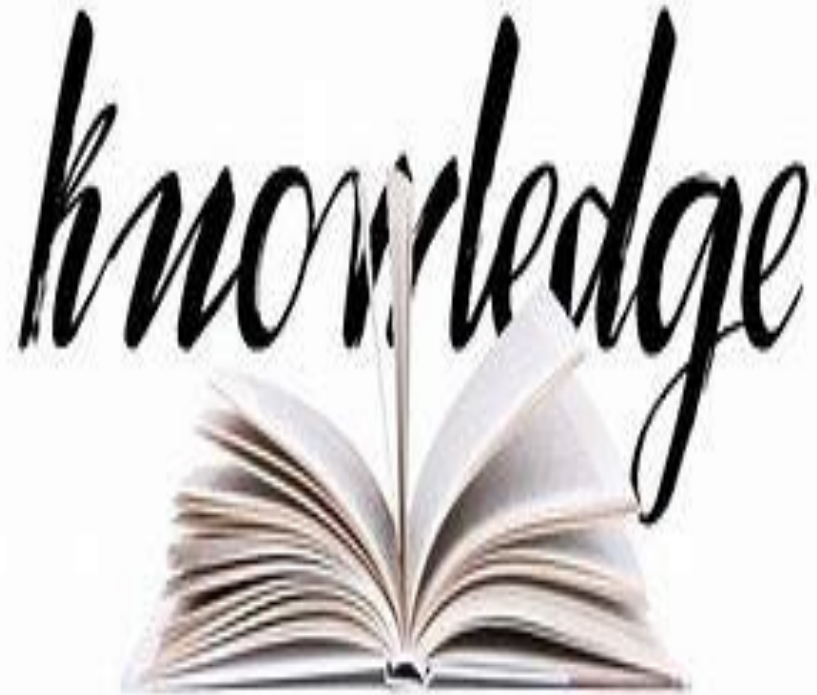
Self Introduction – Elevator Pitch



- ❑ Introducing yourself – First and Last Name
- ❑ Eye Contact
- ❑ Smile
- ❑ Remembering names
- ❑ Small talk
- ❑ Body Language – Posture, Voice
- ❑ Business Card Protocol
- ❑ Introducing others



What do people who stand out have in common?



Skills & Abilities



- ☐ A skill or ability is a natural or learned capacity to perform an act
- ☐ What are you good at?
- ☐ Which skills would aid you to be distinct?

People with strong brands are paid more. Set yourself for success !!



STEP 3 - Speak like a leader!!



Master high tech **communication**

☐ Voice projection

GREAT LEADER = GREAT COMMUNICATOR

☐ Tone of voice

It's impossible to be a great leader without being a great communicator. A manager is someone you have to follow whereas a leader is someone you want to follow.

☐ Language

It is the ability to communicate effectively that separates great leaders from big talkers.

☐ Email

What you do speaks so loudly
Small Things Make a Big Difference in
Leadership



**You are On Stage
And You are the Star!**

Step 4 - Social Etiquette



- ☐ Emotional Intelligence
- ☐ Relationships
- ☐ Networks – Accountability partners. Must have a **Sponsor!**
- ☐ Business Meal Etiquette

Your NetWORK, Your NetWORTH



- ❑ 70% of jobs / appointments come through networking
- ❑ 40% of jobs are never advertised
- ❑ 30% of jobs / appointments are through referrals!

LET YOUR LOGO STICK OUT!



Aim to dress just **10%** better than your grade, that way you will fit in and yet stand out from the crowd.



DRESS TO BE ADDRESSED!

Your Brand Logo....

Suit Up for
Success



Clothes always proclaim a man!

By William ShakeSpear



Your Professional Dress and Business Etiquette



You never have a second chance to make a first impression!

For a Power Look

- ❑ Dark colored suits (navy blue or grey)
- ❑ Long sleeved white shirt / blouse
- ❑ Tie
- ❑ Dark shoes (black is best)
- ❑ Dark socks - single color (black is best)
- ❑ Light briefcase or portfolio
- ❑ Good pen! (no chewed BIC)!
- ❑ Dress for the Job! Ask what is the dress code
- ❑ It is safer to over dress for an interview!



14 Dressing Rules



*“Dress shabbily, and they remember the dress;
Dress impeccably, and they remember the person,”* Coco
Chanel said.

Clothes are a very important part of our image. Any flaw can be noticed — especially when you are going to meet someone for the first time.

Studies Show Women Who Wear Make Up Earn 20-30% More Money!



DO WEAR *SOME* MAKE-UP!

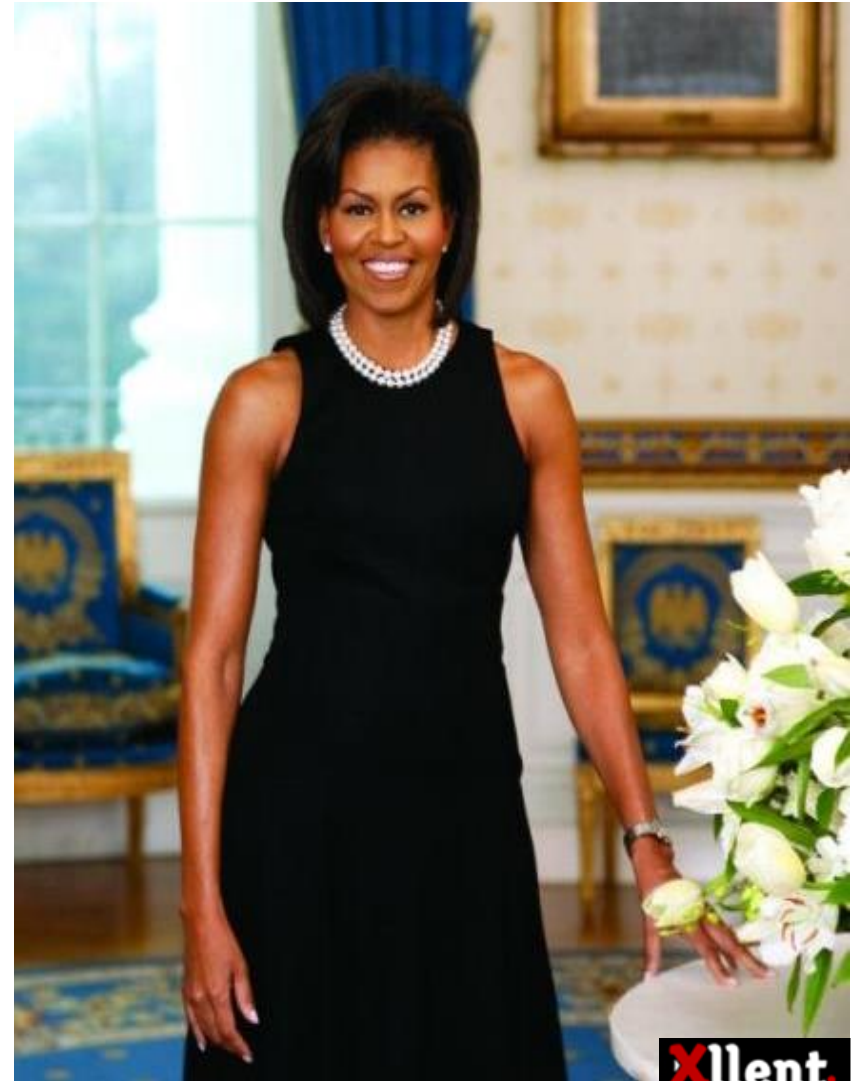
- ❑ Tasteful make up shows attention to detail
- ❑ Don't wear too much make-up
- ❑ Be as natural as possible.



Why Wear Make-up

DO WEAR SOME MAKE-UP!

- ❑ Tasteful make up shows attention to detail
- ❑ Studies show women who wear make-up **earn 20-30%** more money
- ❑ Don't wear too much make-up



Business Tools



☐ Fine writing instrument

☐ Writing pad / Tablet

☐ Business cards

☐ Eye glasses (if appropriate)

☐ Bag



It's what you do that makes you who you are, and how you project that to others, that makes you memorable !

- Dan Schawbel

Professionalism During a Business Meal



WHAT YOU DO SPEAKS SO
LOUDLY
SMALL THINGS MAKE A BIG
DIFFERENCE IN LEADERSHIP

You are On Stage All The Time!
Be the Star!

*"Being female is a
matter of birth,
being a woman is
a matter of age, but
being a lady
is a matter of choice."*

TheClassyWoman.blogspot.com

Thank you

Make Etiquette A Way of Life

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Xllent.