

# Personal Brand Statement Tips

- 1. Make each word count.** As well as high-impact headlines, use language efficiently throughout. Short, punchy sentences convey maximum meaning.
- 2. Go beyond assertions.** It's great when people begin to articulate their qualities and skills - but to be credible they need to do a lot more than simply **assert** them. "I am an effective communicator" or "I have a range of skills" could be so much more dynamic! What kind of an effective communicator are you? (Eg credible? Sympathetic? Motivating? High-impact?). What are your key strengths as a communicator? (e.g. 'I can take abstract topics and explain them in everyday language.', 'I make persuasive arguments that get people on board.' Etc).
- 3. Active verbs are more powerful than passive verbs.** "This gave me.../This made me..." (passive) makes you the object of the sentence rather than the subject. "I learned..." is more active. "I ensure..." is active and indicates ownership.
- 4. The more visual your language is, the more memorable you will be.** For example, the Deputy Director who stated she was "like a polka-dotted Volvo - utterly dependable, but with my own unique style"! It takes so much longer to visualise abstract words like 'ideas', 'results', 'learning', 'solutions', etc than words like 'light switch', 'threshold', 'glue', etc.
- 5. Don't just talk about what you 'like' and 'enjoy'.** It can sound a bit mood- or situation-dependent. What can you be counted on to do? What you have a reputation for? We think the word **passionate** is vastly overused. Enthusiasm is important but what tangible assets (values, insights, experiences, skills, behaviours etc.) are you going to bring to my team?
- 6. Help your audience get inside your head.** Explain **why** you do what you do, eg "I understand the importance of (eg giving difficult feedback, clarifying my expectations, forensically monitoring outputs, posing questions rather than having all the answers, etc)..." It's also powerful to include what **impact** that has or what **difference** it makes.

