

## The 5 Elements To Discover Your Brand

*"Your brand is what people say about you when you are not in the room"*

Jeff Bezos, Founder of Amazon

A strong brand will transform your career. Having a deeper understanding of who you are and what you do best are crucial steps to being effective in your career. It also enables a deeper level of authenticity so you can be confident with who you truly are.

### The 5 Keys to Unlocking Your Brand

#### 1. Your Strengths and Talents

Explore what your professional and personal strengths are. Also consider what your favourite skills are too. Remember to include ones that you might have used in previous roles as well. What comes naturally to you that others find a challenge? Ask for feedback to identify what your colleagues and friends consider you to be great at.

#### 2. Your Personal Values

A simple values exercise can be used to create a list of your top 5 values. These are important drivers in your life and lead to you being happier and more fulfilled in your work when they are being met.

#### 3. Your Uniqueness

Your unique combination of skills, talent and experience based on the foundation of your values. Your unique combination is what you use to market yourself to others so they get a clear idea of what you do and what you have to offer.

#### 4. Your Purpose

Your purpose is about who you are, not what you do. Getting clear on your purpose is a powerful guide and driver towards what you really want from your life and your career. If your aims, goals, plans and tasks are aligned to your purpose, your work will be far more satisfying and you will be much better at doing it.

#### 5. Communicate It

Have a 3 second statement prepared that will answer the question: "What do you do?" This needs to be concise and memorable. You can base it on your unique combination. An example might be: "I qualified as a pharmacist and now have my own leadership training business".

**Brand = Strengths + Values + Uniqueness + Purpose + Communication**

We work with teams and individuals to support them in taking their effectiveness to a higher level. If you would like to find out more, please contact us [enquiries@zestfor.com](mailto:enquiries@zestfor.com)