

▶ THE LOOK

▶ THE EXPRESSION

▶ THE CORE

▶ THE BRAND

je ne sais quoi . . .



described

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DISCUSSIONS ON COMMUNICATING THAT SPECIAL SOMETHING THAT WE ALL POSSESS.

Top 10 Brand Busters Part 2

Here are the final 5 of the top 10 personal brand busters.

1. **Inappropriate attire:** Uniqueness is one thing, inappropriateness is another. In an effort to set ourselves apart, we may stretch the boundaries too far. Instead of standing out positively, we are identified as someone who doesn't pay attention to their surroundings. Obtaining feedback around your style of dress may be useful. You can remain authentic while being appropriate. This will be worth spending time on during this holiday season of events and parties.

2. **Holding too tight to the ego:** Not many people (well, maybe comedians) like to be taken as a joke. However, sometimes letting our guard down to see the humor in our own behavior can be healthy. No one is always right, no matter how many times they have been in the past. And, everything is not always as serious as we take it. If you don't already, lighten up sometimes. You'll include more people in your journey and more will be willing to assist versus resist.

3. **Being a phony:** There is a fine line between complimenting and flattering, taking interest in someone and sucking up, or having something to offer and boasting.

In each of these scenarios, my suggestion is always to be authentic. You've probably experienced disingenuous people before, you may have been one. As you know, they can be seen from a mile away. Your first instinct is to run. I'll move on.

4. **Do not judge, lest ye be judged:** We've heard it before, whether we're of faith or not. Don't judge people because you don't know what it's like to be them, in their situation. Well, the fact of the matter is, IT'S HARD not to. We all have our own logic, character and way of doing things. Some of us have made choices in our lives that have yielded positive results for the most part. Therefore, we may feel that our logic works. This may be true. . . for us. People make their decisions based on a variety of reasons. I'm not suggesting that there be no judgment; rather that we reserve it until we have adequate information. As life goes on, difficult situations may arise presenting us with tough decisions to make. Decisions that may be judged by others without any understanding.



5. **Simply being mean & inconsiderate:** One of my "count to 10" moments happens when people are blatantly mean and/or inconsiderate. It doesn't seem to take much to hold a door, say "thank you", smile at a child, give someone a break, turn your music down, say "excuse me", let me over into a traffic lane so I can get off at the proper exit, use your indicator so I don't ram into the back of your car and injure you, myself or my precious children. Okay, this isn't just about me; however it's in the top brand busters. My point here, is to allow yourself to be good to others in a variety of ways. It will not only make you feel better, I suspect it will greatly increase your brand and quality of life. For more read *The Power of Nice* by Linda Kaplan Thaler.

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Brand Tip of the Month

Be careful of the content you share on your social media pages. It is becoming standard practice by employers, potential employers, sponsors and the like to do an internet search on individuals of interest. If you remember how quickly first impressions are made and that the first impression lasts, you want to be sure that your posts and associations convey a positive message to your would be opportunity giver.