

▶ 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.

Staying on Message. . .



is hard to do. With so many opportunities to be offended and taken off message throughout the day, it is difficult to forego the chance to respond in kind.

From losing your keys, insecurities, people cutting you off in traffic, slights in business meetings, a door closed in your face, a negative email with a cc to the executive team, information being purposely withheld and other day-to-day offenses, we are bombarded with moments for emotional reactions that take us off message. In addition, we come with our own personal baggage.

Do you have a message? If so, what is it?

If your message is that you are a tough, but fair, knowledgeable and considerate leader within your organization, then not being able to guide one of your staff members and speaking to them in a condescending manner because they don't know the answer means that you are off message.

If your message is that you are a well rounded, appropriate and confident individual, then walking into a business setting with flip flops, whispering good morning to those who speak to you and having only one topic of conversation that you can expound on means that you are off message.

You may be driving to work, mentally preparing for a good day, dressed in your best suit and feeling extraordinarily confident, when all of a sudden someone cuts you off in traffic. What do you do?

If you are like Ellen DeGeneres, you speed ahead and cut them off, all the while looking in the mirror and shaking your fist to let them know how out of line they were. Because, as Ellen says, "how else will they know?"

Ellen says it in jest, but let's think about this. First, you'll have no idea if they've learned their lesson or not. Secondly, you may have just entered into an altercation that could leave you with more than a bad mood. Thirdly, how does the action you took contribute to your message?

If you left that situation frustrated, perspiring and out of focus of the day's tasks, then you've ventured off message for the sake of what? _____ You fill in the blank and see if it's worth the veer from your message.

Let your actions (as much as possible) contribute to the tomorrow that you're committed to. Or said in another way. . .

STAY ON MESSAGE

Who's staying on message?:

EA Every Tuesday: Informative new blog on our site that will address a variety of communications and branding situations, strategies and more. Check us out today at www.evidentlyassured.com

Reach Out and Read:

<http://tinyurl.com/y94su6p>. An organization helping children to have a better beginning for a brighter future.

Ethnic Online Magazine:

www.ethniconline.net EA's client and the New England's Magazine for Ethnic Professionals. Launch event on Wed. 4/7/10 at The Wang Theater. 6 – 9 PM. [Click here to RSVP.](#)

Stephanie Todd:

www.stephanietoddmusic.com. An amazing new artist who combines the styles similar to those of Nina Simone with Corrine Bailey Ray.

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Brand Tip of the Month

Understanding your personal style is a great first step to creating a unique and positive personal brand. The first step is knowing your body type and the various cuts available that will be complimentary. See this article for steps on how to begin to identify your body type and the appropriate clothing to suit you. [Clothing for Your Body Type](#)