- 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.

Welcome to je ne sais quoi. A monthly interactive newsletter created to talk about a variety of topics related to personal brand and communication strategies.

The Evolution of You

An author once said that we are all "becoming". What? is the question. Developing our personal brand is an ongoing process that requires self reflection, feedback and strategy. Our personal brand (The Brand) is comprised of our appearance (The Look), the way we communicate (The Expression) and our character (The Core).

With the media's explosion of free expression, many have opted out of personal assessment and have written off any shortfalls, constructive criticism, and feedback for improvement as simply an expression of their individuality. How do we know how we're showing up in the world?

Feedback, although not always easy to receive, is critical to progress in any area. Our personal brand travels to places we aren't and places we may never be. We leave it behind and in some cases it arrives before we do.

Based on research from the Dale Carnegie Institute 85% of getting, retaining and advancing in our career depends on people skills and 15 % on technical skills and knowledge. This means that people support and work with people they like, respect and develop relationships with.

What good is our knowledge and know how, if no one is listening or interested in learning about it?

Many talented individuals are greatly hindered, by their personal brand. However, we can be sure of whom we are and how we communicate that. We can take power over perceptions.

The first step, if we're interested in becoming and do not feel as though we have already become, is to reflect on and understand how we perceive ourselves, seek feedback around our whole brand. Pay attention to how people respond to us and describe us (even in jest as there is usually some truth from their point of view). Lastly, we create and implement a strategy.

Each month we will explore the various aspects of our brand. Please feel free to send any comments or questions to info@evidentlyassured.com. We look forward to hearing from you.

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Brand Tip of the Month

Adhering to standards is not the same as lacking diversity. Understand the game of your particular work environment. Each organization has a different culture. Learning the unwritten rules quickly upon entering an organization is best. Knowing them prior to joining is better. Understanding the culture, standards and unwritten rules is often perceived as wanting to be successful and a team player.