## COMMUNICATE YOUR PERSONAL BRAND AT WORK





Are you

Dynamic

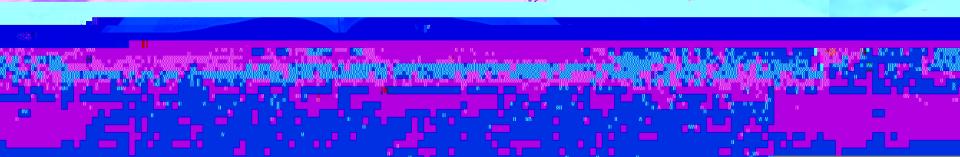
Inspiring

Valuable

Authentic

when you communicate?

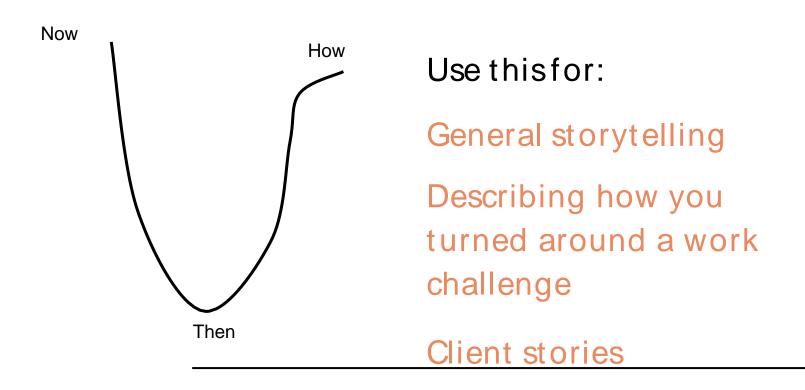
# TELLING YOUR PERSONAL BRAND STORY



## INSPIRING

W

#### Now-Then-How Framework





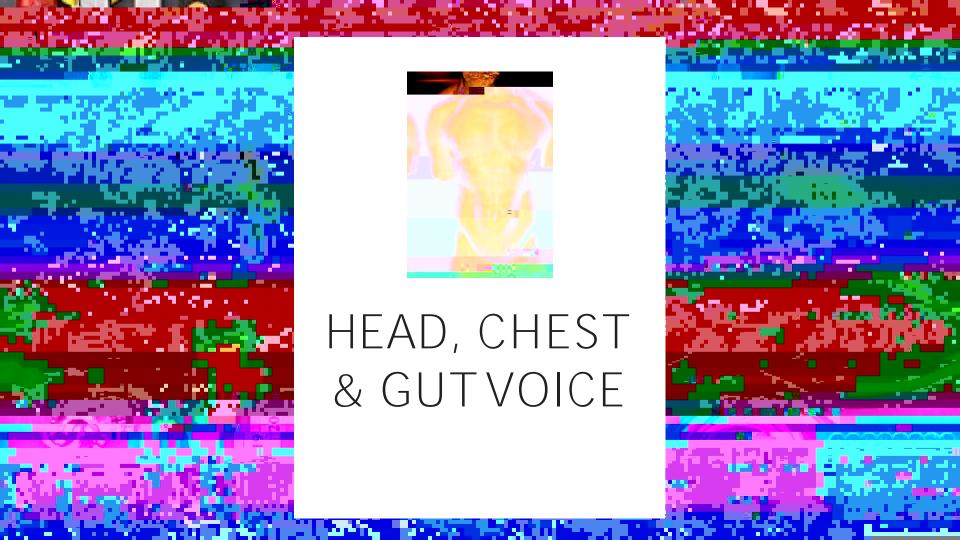
Do you have a personal brand story that shares your

**Achievements** 

Challenges

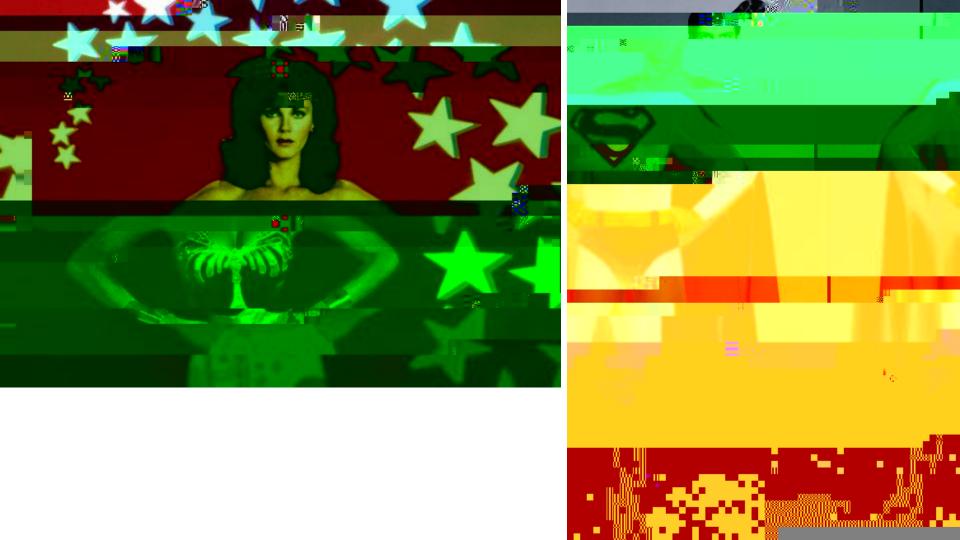
Ethos?





## HEAD, CHEST & GUT VOICES



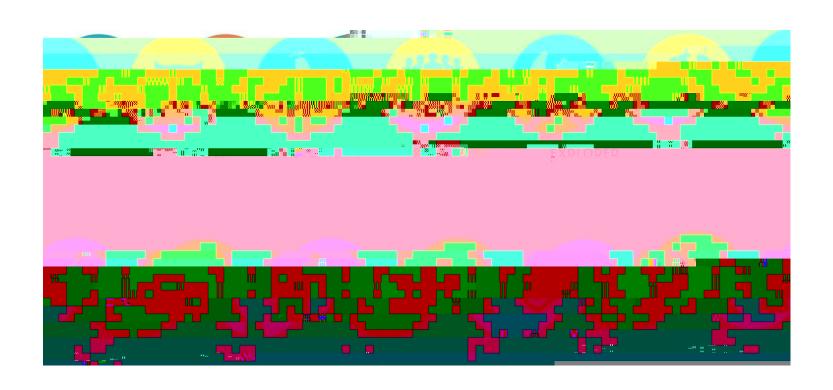




Do you change up your communication style depending on who with? Can you display Gravitas Relatability?



## Your Communication Archetype - WHO ARE YOU?



## Four important archetypes

The King The Warrior The Creative The Carer

The Carer

## The King

- Wise, reasoned, objective
- Formal body language area dress
- Voice in the head
- Use when youSpan AMCID ALang (en-US)

## The Warrior

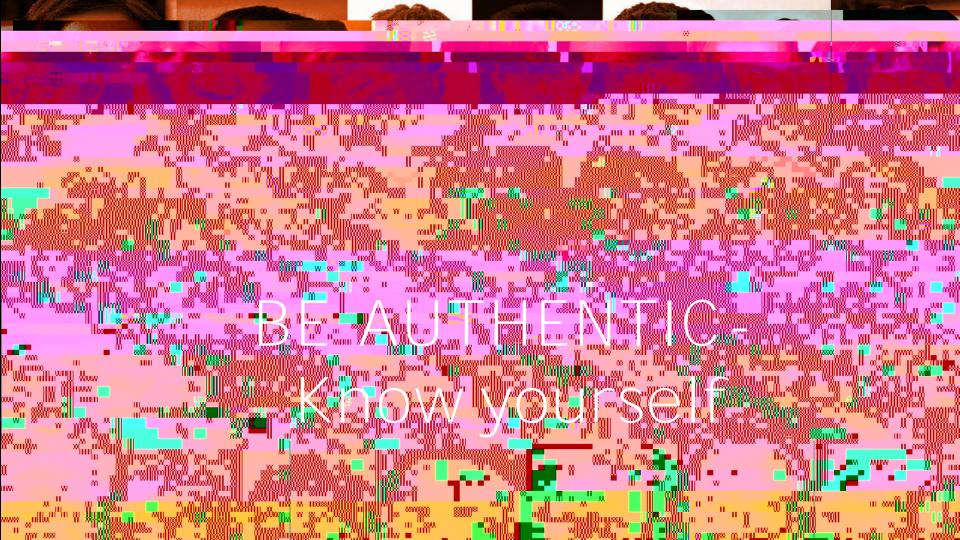
- Drives action and change
- Challenging
- Staccato, punchy, voice in the gut
   When you need to move things
   forward, lead from the front, make
   bold changes

## The Carer

- Supportive, empathetic
- Speak from the heart
- Eyes smiling and soft
- Voice in the chest melodious and full of emotion
- Use when you need to



Do you have some knowledge of archetypes? Are you aware of whether King Carer Creative Warrior some other type?



## \*AUTHENTIC

What three words would you want to embody when

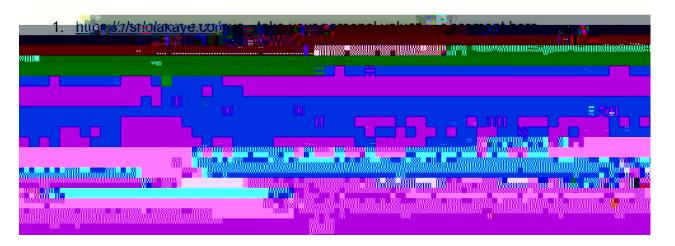


Are you an authentic communicator?

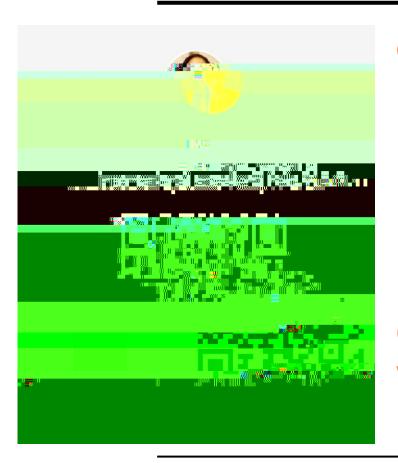
Do you know your communication values?

Do you need to do more work on this?

#### Resources for Personal Brand and Communications talk



RESOURCE SHEET: sholakaye.com/personalbrand



#### Connect on LinkedIn

I speak on

Empathy in the Workplace DEI Inclusive Leadership

Other organisations that would benefit from a talk?

## Your brand on camera

Camera angle

Lighting

Background

Your voice

Your appearance, or not

Images you choose for your propen by the standard of the stand

