

5 WAYS TO BUILD YOUR PERSONAL BRAND



01

MAKE BROAD & DIVERSE CONNECTIONS

Actively seek out and get to know people inside and outside your business.

Connect with people who share your goals & interests as well as people who are different from you.

Having a diverse network expands your thinking and helps you grow into new spaces.



02

LET PEOPLE KNOW WHAT YOU WANT

It's easy to assume our network knows our needs, ambitions and aspirations (and how they can help).

They may not.

So, tell people what you want and be explicit about how they may be able to help you. It's amazing what can happen when we ask.



03

SHARE YOUR SKILLS & KNOWLEDGE IN PUBLIC

Step up and step in to showcase what you're great at.

Volunteer for roles, tasks or opportunities that help you grow or show what you can do.

Take on leadership roles, offer to present on a project, or make a lateral move that gives you a chance to shine.

Share your ideas on social media, through professional networks and in publications.



04

SAY YES IF AN OPPORTUNITY ALIGNS WITH YOUR BRAND

Get involved in projects, networks and causes that you are passionate about and align with what you want to be known for.

If an opportunity comes along that doesn't align, say no thank you.



05

ACCEPT THANKS & COMPLIMENTS

When you receive thanks and compliments for a job well done, don't be tempted to downplay your role or value.

Smile and say thank you.

If you'd like further opportunities, now is a good time to ask.



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