

"Your brand is what people say about you when you're not in the room." - Jeff Bezos

This month is about getting intentional with how you show up at work. Your personal brand already exists, whether you've shaped it or not.

It's how people describe your style, your impact, and the value you bring, the strengths that you have. This session is a chance to reflect on what you want to be known for, and how visible and influential you are in the spaces that matter most.



WARM-UP PROMPT

Before your session, complete your free [High 5 Strengths Test](#)

Reflective prompt: "If three colleagues were asked to describe you, what would they say, and is that aligned with what you've discovered through the High 5 assessment?"

PREP QUESTIONS (BEFORE YOU MEET)

Take 10–15 minutes to reflect on the following:

- What do you think your reputation is at work?
- What do people come to you for?
- Where do you think your presence or influence could be stronger?
- How comfortable are you talking about your achievements or ideas?

CONVERSATION STARTERS

- "I'm not sure how people perceive me, but I'd like to be more intentional about it."
- "I often get asked for help with ____ - I think that says something about my brand."
- "I feel like I fly under the radar, even though I'm adding value."
- "I want to strengthen how I influence beyond my immediate team."

WATCH OUTS

- Don't confuse visibility with self-promotion, it's about impact and consistency
- Avoid downplaying your contributions or relying on "they'll notice me if I work hard"
- Influence isn't just about seniority, it's about clarity, relationships, and trust

REFLECTION PROMPTS (POST-SESSION OR JOURNAL PROMPTS)

- What are 3 qualities or values you want to be known for at work?
- What does influence look like in your organisation, and do you have it?
- Where are you visible and credible, and where are you not?
- How are you currently managing your presence (in meetings, emails, decisions, etc.)?

ACTIONS TO TAKE

- Define your "personal brand statement" - 1–2 sentences that reflect who you are and how you add value
- Ask 2–3 trusted colleagues for honest feedback on how you're perceived
- Identify one area in which you want to increase your visibility this month (e.g. projects, meetings, networks)

OPTIONAL RESOURCES

- Podcast - ["How to Build Authentic Connections and Personal Branding"](#)
- [Johari Window](#) exercise
- Book: [Brand You](#) by John Purkiss (personal brand deep dive)
- LTT [Personal Effectiveness Cards](#)

LOOKING AHEAD TO NEXT MONTH

Next month's theme is **Strategic Thinking & Commercial Acumen**.

Start noticing the business drivers behind your projects, and think about how you could connect your work more directly to commercial goals.