

“Your personal brand is a promise to your clients... a promise of quality, consistency, competency, and reliability.” - Jason Hartman

Help your mentee reflect on how they're seen, what they're known for, their strengths, and how confidently they show up in the business. Whether they realise it or not, they already have a personal brand, this is their chance to shape it with intention.

You'll be helping them explore how visibility, influence, and credibility play into their career trajectory, and where they might be holding back.



CONVERSATION STARTER

The mentee was encouraged to complete their free [High 5 Strengths Assessment](#)

Ask:

“What do you think your colleagues would say about your style, your strengths, and how you show up in the business?”

How does that compare to what you've discovered through your assessment?

QUESTIONS TO EXPLORE

Use these to guide the conversation:

- What does your mentee want to be known for?
- Where are they already building influence, and where are they invisible?
- Are they confident in articulating their value?
- How do they currently manage their presence, and where could they stretch?

WHAT TO LISTEN FOR

- Language that downplays impact or avoids visibility
- A disconnect between how they want to be seen vs. how they're perceived
- Signs of imposter syndrome, self-doubt, or fear of being “too much”
- Missed opportunities to speak up, lead, or connect

WATCH OUTS

- Be mindful of cultural or gender-based norms around “visibility”
- Don't push performance theatre, this is about authentic presence
- Avoid assumptions about what influence looks like, ask them how they define it

WAYS TO ADD VALUE

- Share what helped you develop your own brand or influence
- Reflect back moments where they did show presence and impact
- Encourage them to practice “saying the thing out loud” - positioning themselves clearly

ACTIONS TO ENCOURAGE

- Draft a personal brand statement (e.g. “I'm known for bringing clarity and momentum to people challenges”)
- Get feedback from trusted colleagues on how they're perceived
- Identify one way to raise their profile authentically (e.g. speaking up, writing, connecting)

OPTIONAL RESOURCES RECOMMENDED

- 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*.

Invite your mentee to start tuning into the business behind the people agenda. Ask: “How does your role create value for the organisation?”