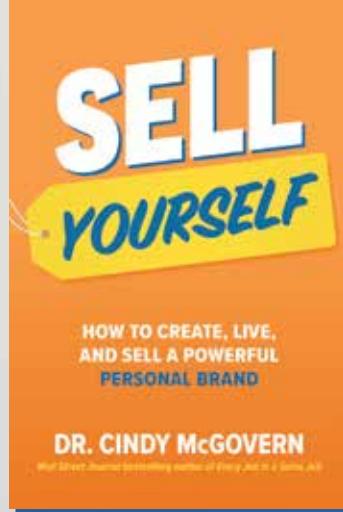


# CREATE. LIVE. SELL.

*When it's time to  
REBRAND*



Something's different. Maybe you've changed jobs, or you really want to. Perhaps you don't feel you're getting the respect you deserve from managers or co-workers. Maybe you're working remotely and you're still learning new skills. Or your workplace could be experiencing a lot of turnover lately, and you're just not able to connect with the new folks the way you did with your former colleagues.

Something's different. Maybe you're different but everyone sees you and treats you the same. And that's not working for you anymore.

## It's time to rebrand.



Your personal brand is your trademark. It's how others see and know you. It serves as your personal guide to how to behave, speak and present yourself at work and to the world.

Chances are good that you created a personal brand for yourself when you finished school and started your career. At that time, you might have rebranded from casual college student to polished professional.

As you've gotten older, wiser, more experienced and interested in different things along the way, it's possible you have outgrown your new-career brand. Or maybe you want to change things up, elevate your role or status, or just get the respect you want and deserve. If that's the case, it's time to rebrand.

The good news is that you can rebrand much in the same way that you created your initial brand years ago.

## Why rebrand?

Why would you need to rebrand yourself for work?

- You have just started a new job at a new company, and you want to present yourself in a new way.
- You're hoping for a promotion or a job change at the company where you work now, and you want to look and act as if you already have the role you want.
- You have a new boss whose style and brand clash with your own, but you want to stay in your job. You need to adapt.
- You find yourself working with colleagues of multiple generations and suddenly you don't feel like you fit in.
- You messed up and nobody is about to let you forget it. Showing up differently will focus the attention of others on what you're doing now instead of on your mistake from the past.
- Your personal brand simply isn't working for you anymore—or maybe it never was.
- You have moved into a new stage of your life, and you want a personal brand that reflects that.
- You never really created a brand for yourself and instead let others decide for themselves how to brand you. The brand they chose isn't the brand you wish you had chosen for yourself.

It happens to most people at some point: When you change, your brand needs to change. Even the most thoughtful, authentic brand loses its power when it no longer helps you sell yourself as the person you want others to know.



## How to rebrand

The steps for effective rebranding are the same as the steps for creating your first brand: Create. Live. Sell.

### Create.

Put considerable thought into the way you would like others to perceive you. Here's how to get started.

- Choose five adjectives that best describe your reputation at work.
- Now choose five adjectives that you would like to describe your reputation going forward.
- What will you have to change in order to present yourself in a way that will convince others to describe you that way?
- What sacrifices will that involve? In other words, what will you have to let go of that might be difficult for you?
- How will you have to dress, carry yourself, behave in staff meetings, talk to colleagues and managers that is different from how you present yourself now?

### Live.

Once you decide to make those positive changes, will you be able to stick to them? Even an awesome brand is nothing more than a list of words until you live it day in and day out. The following checklist might help you live your best brand.

- Is your new brand authentically you, or a stretch, given your personality?
- If it's a stretch, how will you ease into the changes? Practice? Incremental changes? Asking trusted colleagues for help?
- What are you willing to change or give up in order to get what you want? Can you really get through every day without criticizing, showing your impatience, cracking jokes? For example, can you really get through every day without criticizing, showing your impatience or cracking jokes? Will you be brave enough to raise your hand and speak up, or will you fall back into old habits that might reflect poorly on the new you?
- Are you committed to using your new brand as a guide to what you do and say every minute of every day?

### Sell.

If you can work through any challenges that the list above presents for you, then you will be able to consistently live your new brand. Once you do that, selling it becomes easy.

Getting a promotion, presenting yourself in a new way to others and changing your reputation are all sales jobs. You need to sell others on "buying" you as new and improved, as different or as ready for the next level.

Your personal brand is the most powerful tool in your sales toolbox. Use it to sell yourself as the up-and-coming manager, team leader or mover-and-shaker that you intend to become.

## How to sell

The best way to use your personal brand as a sales tool is to learn how to sell like a pro.

Successful sales professionals make sure that what they're selling is something the buyer actually wants and needs. They follow a tried-and-true sales process that results in a win for both buyer and seller. You can follow this process as you use your personal brand to sell yourself.

## 1. Plan.

Winging it is no way to create a personal brand or to sell it. A good plan as you create your brand will result in a blueprint for your behavior and actions. And a good sales plan as you unveil your personal brand at work and to the world will greatly increase the chances that you are using your brand effectively to get where you want to go. As you create your sales plan, consider what, exactly, you are selling. Your product, of course, is you—or in the case of rebranding, the new you. Are you confident and practiced enough to sell yourself as different and better than you were yesterday? If your answer is “yes,” start selling.

## 2. Look for opportunities.

- Consistently living your brand every day is the best way to sell it. Still, pay attention to opportunities to use your brand to really shine in situations that call for it. Consider:
- Who can help you sell the new you? Trusted colleagues, bosses you have impressed in the past and new co-workers who didn’t know you before you rebranded can be ambassadors for your new brand.
- If you find yourself in a familiar situation at work, take a moment to allow your new brand to guide you to a different response, reaction or resolution. This could be a pivotal moment in establishing yourself as someone who handles the situation in the way a manager would.
- Volunteer to help on projects that you might have been overlooked for in the past. Offer input during decision- and policy-making meetings. Act like you’re already the boss you want to be.

## 4. Ask for what you want.

Your managers and co-workers undoubtedly will notice the change in you when you unveil your new brand at work. They will notice that you look, work and respond like you already belong at the next level.

That doesn’t mean they will understand why you have made these improvements to your brand. You’ve done it, of course, because you want something: a better reputation, a promotion or a second chance, for example.

Don’t make them guess. Ask your boss for the promotion, and then live and sell your new brand to prove that you deserve it. Ask your colleagues to listen to your ideas, even if you have never spoken up about them before.

If you don’t ask, chances are good that you won’t get what you want. Ask for what you want, and you will greatly improve your chances of success.

## Sell your new personal brand like a pro

1. Plan.
2. Look for opportunities.
3. Establish trust.
4. Ask for what you want.
5. Follow up with gratitude.

## 3. Establish trust.

Consistency is key to showing others they can trust you. People like to know they can count on you to do what you say you will do; to react in the same calm manner no matter what challenges you face; and to show up with the same values, personality and manner every day. They have to believe you have really changed for the better.

People like to buy from people they trust. Selling yourself is easy when you are trustworthy, honest and reliable—without fail. It’s easy when you consistently show that your changes are for real—and for keeps.

## 5. Follow up with gratitude.



Saying “thank you” whenever someone helps you promote yourself, compliments you on the positive changes you’ve made or gives you an opportunity that you ask for is almost a given.

But it’s not enough. Show gratitude by following through on your promises and by constantly showing up according to the brand you have sold to those who helped you along the way.

The greatest show of gratitude is to make others feel proud of themselves for helping you and contributing to your success. It’s the ultimate kind of win-win sale.

### Rebranding challenges

Changing your brand when you are not starting over in a new company has its challenges. Among them:

It's not easy to change yourself. Perhaps you're someone who likes to help everyone else get their work done, but you aspire to be promoted into a supervisory position that would make them your employees. Before you even get the promotion, you need to stop enabling them and start holding them accountable.

Some people might not buy the changes you've made. They might not let go of a past mistake. They might not believe that people can change. That makes it even more important to consistently live your new brand so they will eventually forget your old habits and stop pigeonholing you into roles you are ready to leave behind.

Others might not want you to change. A manager might rely on you for so much that losing you to a better job would leave her shorthanded. A colleague might aspire to the same position you do and might bring up your past behavior as a way to sabotage your success. Friends might encourage you to continue behaviors that you need to cut loose, like ordering cocktails at lunch, gossiping about colleagues or calling in sick once in a while to go to the beach. Temptation is a real thing. Your new brand cannot permit you to succumb to it.

### The bright side

The good news is that people rebrand themselves all the time. So many one-time interns and office managers have worked their way up to executive-level status—and rebranded each step of the way. Know what you want and go for it. Use your newly revised personal brand to sell yourself as the person you know you have always been.



*Dr. Cindy*

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