



# Career Management Column

*Establishing Executive Presence within your Personal Brand*

by [Rita B. Allen](#) February 2015

When we use the term “marketing”, most people think of products, services and commodities. How about ourselves – marketing our talents, accomplishments and value – inside our organizations and outside within our profession, industry and community. Are we comfortable talking about ourselves in this way? More importantly, are we prepared to talk about ourselves in this way – packaging our talents and accomplishments – showcasing them and presenting our value internally within our organizations and externally within our chosen fields & communities?

As we identify, create and articulate our “personal brand”, the mark we’d like to leave behind, do we have the ability to display our passion and purpose with polish and poise? Are we able to stand out and differentiate ourselves with clarity, consistency and command? Do we project authenticity in a way that is able to engage and influence others? Throughout my life and career, I have consistently observed and concluded that...

Successful professionals have three commonalities:

- 1) They know their worth - value-add they have to offer
- 2) They know what they want - focused and goal-oriented
- 3) They know how to ask for it - can advocate effectively!

Establishing, articulating and enhancing your personal brand enables empowerment and results in a powerful executive presence. The importance of interpersonal factors in business success and leadership effectiveness is recognized as most critical in organizations today. Talent and knowledge are essential, but they alone will not take you to the next level. Our ability to understand the power of communications, perceptions and influence allow us to leverage them effectively.

The fact is we can all achieve this kind of success. Acquire tools and techniques to take your career to the next level and create a personal brand that exudes executive presence. Develop strategies to consistently enhance and project the required competencies to grow within your organization and/or field as you take charge of your career and position yourself for success.

Four Components of Executive Presence:

Self Awareness – identify strengths, limitations, values, priorities, goals, aspirations, ask for feedback from others, exude confidence, possess emotional intelligence and project optimism.

Performance – impact on results, value-add, contributions, differentiators, tell stories reflecting your accomplishments, enhance industry knowledge and develop content expertise.

Communications – influence effectively with strong verbal, non-verbal, and written communications, confirm perceptions and expectations, enhance presentation, strengthen relationship building and interpersonal skills.

Organizational Culture – convey relevance, proper alignment, organizational awareness, link to business strategy and company goals, embrace diversity, determine career paths, build network and visibility.

Create your “personal brand” and market your talents, accomplishments and value using my “3 P’s” marketing technique as a guide to career empowerment, Preparation, Packaging and Presentation:

Preparation - conduct thorough self assessment and personal due diligence, determine value-add offered, establish short- and long-term goals, identify differentiators, create and build a network.

Packaging - keep, update and maintain your portfolio, build an impressive track record, showcase and grow your credentials, strategically identify and build alliances and nurture lasting relationships.

Presentation - have a clear, concise and articulate message, be and stay visible, seize opportunities to advocate for yourself as they arise, communicate and market your niche, deliver with confidence, poise and polish.

Understand that executive presence is important and recognize how to create a more powerful executive presence focused on the four components: self assessment, performance, communications, and organizational culture. Let your brand distinguish you so that people think of YOU when they think of your field and specific role. Stand out as someone who adds value, influences effectively and is listened to when they enter a room and speak.

I once worked with a highly accomplished technical executive client who didn't allow herself to acknowledge her achievements, minimizing them to a point where she saw others taking credit inappropriately. After stepping back to conduct her own due diligence and taking stock of all the results she and her team had achieved in addition to finding clarity on what she wanted, she not only found her voice but felt renewed confidence and optimism. She established a heightened level of command that played off her authenticity, credibility and expertise!

Practice your 3 P's: know your value-add, know what you want and seize the opportunities to advocate for yourself effectively. Enhance your career, take it to the next level and create a personal brand that exudes executive presence. Incorporate these strategies to consistently enhance and project the required competencies to grow within your organization and/or field as you take charge of your career and position yourself for success.

Ask Rita: Do you have a career question and/or a career story to share? Email your questions or stories to [rita@ritaballenassociates.com](mailto:rita@ritaballenassociates.com)

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Author of [Personal Branding and Marketing Yourself](#)