

Personal Branding for Your Career: Creating success out of setbacks

As the workplace is so competitive, people who are ambitious and hungry for success know they need to learn new skills and knowledge to keep ahead of the pack. To attain this, personal branding is needed. The people that have a recognisable personal brand, are the people that will be most likely to keep their jobs, or progress within their chosen career, or will be readily employable in different organisations or industries. A commitment to personal branding may well be the deciding factor in how anyone's future will turn out.

A Breathe of Fresh Air

Statistics shows that about 75% of the people working today are unhappy with their current jobs. One reason is that their talents are squandered because they may be not relevant to their current jobs. That's just one problem. You might have unreasonable demands placed upon you. You have to work really long hours to get anywhere. The paths to promotion may be blocked. You can't get to where you want to be because of the view that people have of you, your experience, or your performance in the job. There might have criticism levelled against you that is not just. There could be too much politics or backstabbing, you have to grease the right palms to get ahead. The job may just not be what you expected. You were promised one thing, but it turned into something else.

So you have to get to the root of what is causing your dissatisfaction about where you are and what you're currently doing. Maybe you are facing redundancy. Whatever the reason a review of your career will help you to understand your motivations. What would make you get out of bed in the morning on a cold, icy winter's morning to go to work feeling positive about life? By understanding your motivation you shall realise your true passion. Understanding your passion is the first step to developing your personal brand. Once you decide that you need a change that's where the real fun begins. By deciding that a personal brand is important, this can help you to go about finding a new job or changing your career completely.

Why review your career?

We spend most of our time in the workplace, where work is a fundamental building block of our culture. It provides meaning to life, not just financial security, but status and social standing in society too. Our careers can have a huge impact on our identity, how we feel about ourselves. Our jobs mean a lot to us because we spend so much time in the work place, even socialising with work colleagues and clients too. And how we feel about what we do affects all areas of our lives. That's why it's essential that you're in a job you enjoy.

The reality is that throughout our lives we are all constantly growing and developing. Circumstances make us grow and develop, even if we do not make the conscious decision to do so. Up to a certain age, we learn through formal education and we continue to learn through our experiences for the rest of our lives. We have to learn and grow to deal with everything that life throws at us. Modern life moves at a dramatically fast pace. Sometimes it can feel like everything works to the "New York minute". However, for anyone living in modern society there are more opportunities to do anything that you want to do with your career than ever before.

Finding your focus

How do you know if you are willing to attain career fulfilment? This is a question with no definite answer. It will all depend on you as an individual. Many people have goals, dreams or ambitions but do not know how to go about achieving them. They may have thought about what would be their ideal career, but have no idea how to even begin to make the plans and take the actions required to make them a reality. Some people have a vague idea on how to go about it. These are the ones that believe that if only they had a better job, or had been given better opportunities, or whatever else, everything would be fine and they would be successful in their career. They feel that their lack of success is decided by external factors and their thoughts and actions are of little consequence.

Others do not even know what they actually want from their careers and may even have little idea what would really makes them happy in their job. They seem to just drift from day to day, week to week, month to month, and year to year, and do little more than just about get by. They may have seemingly secure

jobs and be earning enough to live relatively comfortable lives. They seem happy enough and have no great ambition to achieve anything more from their lives than they currently have.

What Is Personal Branding?

Brands are a serious business. Most blue chip organisations spend huge budgets on nurturing and protecting their brands. They can be their most valuable assets. The value of a brand can now appear on a balance sheet. Personal branding is about taking the thinking and creativity that surrounds a commercial brand and applying it on a personal basis. So personal branding is not just some fluffy, wacky term. It is businesslike, solutions-based approach that empowers you to realise your true career potential and to make lasting change in your professional life. It is likely that you shall have several careers during your life time. Sometimes a person gets to the pinnacle of their profession or takes a break from work only to realise, it's no longer what he or she wants to do. In the same way that famous brands have evolved and survived overtime, personal branding can help you with career progression as it changes throughout your life.

It is based on your aspirations and is a structured learning process through inquiry, reflection and discussion so that you to identify your key attributes, develop career strategies intended to realise your aspirations and then define your personal brand. As with the brand plans of any brand in the marketplace, you evolve and modify your personal brand plan to fit with your needs and relationships. You are empowered towards your professional goals and to celebrate the achievement of your goals. You shall feel in control and responsible for your own success.

Benefits of Personal Branding For Your Career

You may feel constrained in your development by reluctance to operate outside your safe and known environment. Goal setting and development is often therefore more influenced by fear of change or failure than the opportunities for success. Further constraints exist because people rarely see the opportunity for themselves to operate beyond their established horizons. Through personal branding you should develop customised solutions to achieve your professional goals. You learn to identify the job or career that's right for you and to overcome any obstacles that prevent you from moving forward. In addition, you learn how to eliminate defeating habits and create action plans to ensure you meet the goals you have set for yourself. You develop greater confidence in your skills and abilities, and learn how to apply your talents to become all you can be. It is a creative process that opens up avenues and possibilities that you may not have considered. You gain new perspectives on how to use what you already know and transfer this knowledge into finding your ideal career.

Personal branding can assist you with self insight and challenge, where you can discover your full potential through building up confidence and competency, promoting your individual excellence, developing high commitment to your career goals and it can even produce valuable leaders.

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