

Build 'brand you' at work

with

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“think
learn?
succeed”

You work hard but don't get recognised for it. Frustrating, isn't it?

Luckily, you can do something about it. By using four simple marketing techniques, you can stand out at work.

1. Tell your boss what you've achieved

Email a progress report to your boss once a month. Use a simple format like the chart below. This makes it easy for your boss to read.

Completed tasks	2009 meeting schedule Marketing booklet draft Customer service survey planning
Tasks in progress	Pilot customer service survey Mail-out preparation Research for administration review
Problems and suggested solutions	Overdue accounts. Suggest introducing penalty for late payment
Issues to discuss	Approval of staffing rosters Development of customer service project

2. Speak in public

Run a training session or chair a meeting. This is a great way to raise your profile at work. Always use positive language and make your department look good.

3. Volunteer for tough jobs

If you're first to put your hand up for unpopular tasks you'll stand out as someone with a great attitude.

4. Create a visual signature

This is the personal equivalent of a business logo. Choose a colour or style of clothing that you wear consistently. Read more

Read more about it

Peters, T. Brand You

To thrive at work you need to stand out. That's Tom Peter's key message. He says success depends on upgrading your skills, networking and making yourself memorable. He then explores fifty ways do this. A great book if you're serious about getting ahead at work.

**Book Eleanor to run a course for your team
Call 0433 126 841 for quotes and bookings**