

Quick Guide: How To Put your Best Foot Forward

Doing your job well isn't going to get you very far if no-one is aware of your accomplishments and potential. So you need to market yourself well. To help you do that, you will have to consider what your personal brand is – or should be. Here are the **top ten tips** to help you put your best foot forward:

- 1. Consider what you say about yourself.** Every time you write an email, speak to a colleague, even how or what you eat, says something about you to others. It creates the brand in others' minds.
- 2. You have a lot of choice!** You can decide what to say or to write, how to dress and how to behave. Your choices will influence what others think of you and how they might choose to interact with you.
- 3. Don't forget your internal brand** – what you think of yourself. Ask yourself if your internal brand matches the external one you project – or want to project – to others. If you don't believe in you, others won't either.
- 4. Make friends with your boss.** Create opportunities every couple of days to catch up on events in and out of the office. It is an important way to learn valuable information and to be seen yourself.
- 5. Get to know people in different departments.** Find out what they do (they'll be flattered!) and how it fits with what you do. It can also be an opportunity for you to share what and how well you do things, too.
- 6. Bring new or unexpected skills to what you do.** Is what you were hired for the sum total of what you can do? Probably not. Offer skills you have, or want to develop, so you and the business wins.
- 7. Identify, seek out, and take on your own area of responsibility;** something that you are known for and being the key person to go to when others need help or need a particular task done well.
- 8. Make a note of all the 'extra mile' tasks you do.** If you can, aim to quantify these in terms of the contribution to the success of the team/department/firm. Don't forget to weave this into your appraisal.
- 9. Did your mother tell you to be nice to people?** She was right. People like others who brighten up their day. And it really helps your external brand.
- 10. Finally, believe in and exercise HIP:** honesty, integrity and passion for what you do – and put your best foot forward.

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