

HOW TO CREATE AN AUTHENTIC PERSONAL BRAND?

MARK THRIMAWITHANA

How to create an Authentic Personal Brand?

I would like to initiate this discourse by asking whether Nelson Mandela was a Brand or a Personality. One might say a brand should have a personality while another might say a personality can create a brand. Which one makes it authentic? It is the one that can impact societies towards a better world. Isn't it.?

Have you come across people who are trying to be somebody or institutes because they try to portrait something different from what they truly are? Companies carry out various CSR projects, and to what end? It is because to create a new *perception* in our minds. My next question would be,

- Where is this perception? Is it in your conscious or unconscious mind? Well, it's in your unconscious mind.
- In that context, have you ever wondered why would they want to change your perception? It is because to create a new belief within you, means you will start accepting them into your unconscious mind as true.

- And how do you do it? It is by activating your own senses and allowing them to download into your mind. That means your subconscious mind absorbs 90% of this new perception without you even knowing it through your conscious mind.

This dialog is all about trying to understand this concept and conveying invaluable information to you. Whether you are working for a company or in the corporate sector, you would find that everyone is trying to be someone and is trying to differentiate himself or herself from the others; they all try to be unique and assume they all can create attention towards themselves but this can be done by first creating those values within themselves and then projecting it to the outside world. In that context, you as a person, you too can become a great personal brand because the change is within your reach. Don't you think?... Cannot that be true?...

“What is a “personal brand”? and my definition is “How you change your values and beliefs first so that it will reflect in your perception that will impact a change on someone to make a change in their beliefs”

DEFINITIONS: Now, if you look at it from a marketing perspective, you will find many definitions that define what a personal brand is and to that end, let me take one definition by which I want you to understand the depth of the subject they are talking about. The million-dollar question is that whether these definitions can actually be contextualized and practically doable. If so, I believe this part of the world, would have been inundated with several personal brands. So let me share this definition that I found in “personal brand.com”

“Anything as a personal brand is a widely recognized and largely uniform perception or impression of an individual based on the experience and expertise competencies, actions and achievements within a community industry of the Marketplace at large”

Another definition of personal branding goes like this. *“The conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in the industry elevating their credibility and differentiating themselves from the competition to ultimately advance their career, increase the circle of influence and have a larger impact”*.

I wish to speak a few words regarding this definition which I think is the key to prove why people are not making such an impact in their strategies in achieving their goals. It is because due to their inability not knowing how that can create new beliefs which lead to new PERCEPTION. Let us look at the definition of the word perception; it is *“the ability to see, hear, or become aware of something through the senses.”*

Last month I met a client who was a great IT personal. *He told me that he was somewhat fear leading into other areas such as handling pressure, always getting panic, overthinking, and too much detailing was few that he shared. Then he found from the time he was in kindergarten, it was there and it became generalized later on and then it became a new belief and created a perception.*

There are numerous stimuli trying to attract peoples' attention, and people pick out the stimulus which seems important and ignore the others. Perception is the sensory experience of the world around people and involves both the recognition

of environmental stimuli and actions in response to these stimuli. It means perception can not only create people's understanding of the environment around them but also let people act within the environment. People from unknown to know the things would experience a process of perception. Through this cognitive process, people gain information about the stimuli, make sense of the surrounding, and give meaning to environment. However, different individuals have different views on the same thing, the quality of perception depends not only on the experience, education, personality, and training of the perceiver, but also on the way they organize, process, and interpret the stimuli reaching their senses.

The reason behind people not wanting to modify their perception is purely because the perception is hard-coded into their minds. People who are not willing to break away from their subconscious programs hard-wired into their minds will be hard-pressed to accept a new brand of themselves or a brand from the outside, due to the inconsistencies in their mindset. But as you are reading this note and as you see yourself clearly now, you have the resources within you to make that change easily and effortlessly if you start to believe in yourself self as the sunrise every morning and set every evening. Don't you think so? I think it is easier to say yes and take the next step than thinking too much about the past.

WHAT MAKES UNIQUE: Now, if you look at people who have created that uniqueness in their personalities or you could even call it their personal brand; whether they be a colleague in your dept. a family member or friend, who have achieved their ambitions. It could be your classmate or a University batch mate who may have achieved more than you. That was purely because of the choices they made within their inner selves which helped realign the coding system in their minds that paved the way to create value in their lives. This could be done by

you too if you decide to agree with yourself meaning your willing to increase your mind flexibility.

In order to increase this flexibility of the mind and to realign your coding system, you need to know how the mind is communicating with you which means how your mind is creating your language pattern. If you ask some of your friends, “what a get-together means to them or what love means to them”, you will most often not find a similar answer. It is because each person sees situations differently. Based on my training and coaching, 99.9% of people see situations the way they want to see it and not the way they should look at it.

MIND WANTS TO BE CREATIVE: Now, this throws an amazing insight into what perception is. Why do you think 99% of people see things the way they want to see it? It is because that’s how everyone is programmed to think due to the coding of their minds. Most people are wired to think on a conscious level or the surface structure which means that they gauge situations on the basis of the information that is input into their minds. Now, let me prove this to you. Why do you think there are only a few CEOs, Managing Directors, and entrepreneurs when compared to large numbers of lower and middle management employees? It is because top people have the ability to tap into creative and abstract ideas and think out of the box and carry out its implementation, thereby converting those ideas into a brand. On the contrary, you may come across a person having a Ph.D. who does not possess these qualities and have failed to create either a personal brand image or otherwise. It is due to the fact that they fail to maintain that flexibility in their thinking patterns and that’s why some say Permeant Head Damage. It’s because the mind goes into inertia mode.

If you look at highly successful people, they may have not necessarily been born with supernatural abilities or been extraordinary kids; but it is due to their ability to make choices that are based on connecting their conscious thoughts with their unconscious mind which leads to right decisions. A case in point would be of a cricketer who followed a few of my sessions. He ended up notching up the highest average score and being selected to the national side. He made it possible by training his mind to create confidence in his abilities through the power of the unconscious mind and creating the consciousness of being confident. Another client who had traumatic bullying in school made a choice to become the CFO at early 40 once he decided to change his beliefs. So, if one can do that you too can accept something good. Can you agree with me? YES....

MIND FOLLOWS YOUR INSTRUCTIONS: As a NLP practitioner, I have often stressed on what we call “Cause and Effect” which begs the question, “are you in the *cause side* or in the *effect side*?” As long as you are in the effect side, your mind which is creative will create an effect pattern meaning always giving reasons and then it can become a pattern in your mind and due to a repetitive feature of this altered mind perception, it will convince you to remain in this state. But the moment you shift to the cause side meaning that you become accountable or accept that you are the cause for everything to be who you are, you actually transform your actions or let me also say this in a different way, you allow your unconscious mind to create new solutions that will create the “new you” by providing new solutions with confidence.

Let me tell you a few reasons why people are finding it difficult to make choices to support that beliefs that they want to create:

1. Lack of accountability for their actions which limits the flexibility of the mind and eventually reduces the new learning experience.
2. Lack of knowledge to understand the language of the mind or how its coded
3. The above will lead to being content with that stat and will lose the desire to invest in personal growth.
4. Heavily addicted to their own ways and not willing to change.

MIND WANTS TO HELP YOU: An instance that I recall is during a one-on-one coaching session with an operations manager who set up a goal for himself to reach LKR 3 million a month from his business, but as we continued our discussions, he found the 3 million was over projected and he brought it down to 1 million. Strangely enough, the limiting factor to him achieving his goal was his weight problem. He then set out to prove to himself that he could lose 10 kilos within 6 months and in order to achieve this, he decided to walk home after work, play golf three times a week, cut out all junk food. His new altered perception between his conscious and subconscious mind helped him acquire a new belief system which became his new values and attitude. His altered behavior in making changes to his lifestyle to achieve his goal gave him a new brand identity meaning a new perception he wanted to be. This means that the mind is very keen to provide that creativity to be that best version of yourself and it's very authentic.

Do not become a brand to an authoritarian industry in which you will end up being a counterfeit. Instead, you need to be a person who can be a true light to yourself first and then to the industry by being able to project your values, beliefs, and attitudes in order to create values for them. Isn't that beautiful?

I believe a personal brand does not necessarily mean advancing your career and increasing your circle of influence, but to appreciate yourself and through that you avail yourself to be that influencer of greater success for others.

BE AN AUTHENTIC BRAND: Nelson Mandela was a personality that created a new world order for his people. His name portrayed an image that was synonymous with great wisdom quotes for living, his voice resonated with power and meaning and his beliefs had the refreshing breath of life. The Mandela persona brand and his legacy of ‘father of the nation’ is something that cannot be put into words. He is a classic example of what a personality can become and its power to change the world.

Before I conclude this article I want you to know that there are no two people like you on this planet which means you are a unique brand to yourself and to the society at large. If you focus on the principle that I’ve shared, you will create brands with Humans values. Be that brand which will have your own authenticity and that which is driven by yourself by increasing the flexibility of your mind. Wishing you a great journey!

Mark Thrimawithana

NLP Trainer, NLP Master Coach, NLP Master Practitioner, Certified Mind Zone Coach (UK), Counselor.