



Virtual career lab 2023

IMPACT,
PRESENCE
& VISIBILITY



YOUR HOST



Imrah Mughal

Career Development and
Employee Experience Analyst

UNDP



Russ Hartland-Shaw

Executive Coach and
Career Management
Expert.

Fuel50

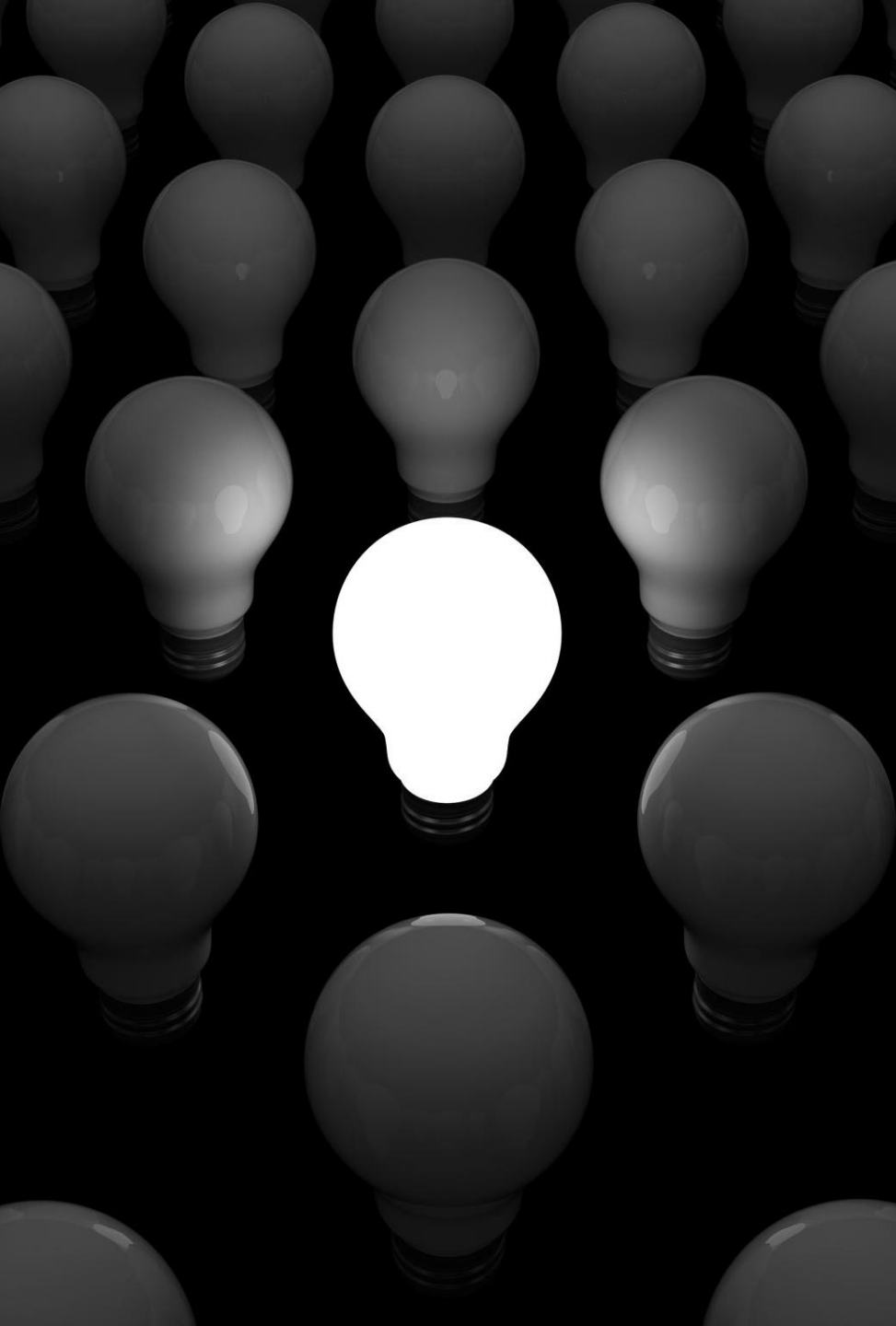
WE WANT TO HEAR FROM YOU

WHAT DO YOU THINK OF WHEN WE SAY

- IMPACT
- PRESENCE
- VISIBILITY



COMMENTS IN CHAT OR RAISE
YOUR HAND



WHAT IS IMPACT?

- THE IMPRESSION YOU LEAVE ON OTHERS
- HOW YOU MAKE PEOPLE FEEL
- INITIAL APPROACH
- SALUTATION – HAND SHAKE/ EMBRACE
- APPEARANCE
- ARE YOU CULTURALLY APPROPRIATE OR SENSITIVE?

WHAT IS PRESENCE?

- THE INTERACTIONS AND ENGAGEMENT YOU HAVE OVER A PERIOD OF TIME ON OTHERS
- DO PEOPLE NOTICE YOU WHEN YOU WALK INTO A ROOM
- WHAT IMPRESSION DO YOU LEAVE THEM WITH?



WHAT IS VISIBILITY



- THE WIDER PROFILE OR THE LEGACY YOU LEAVE ON OTHERS
- WHAT MESSAGE ARE YOU LEAVING IN YOUR WAKE
- WHAT DOES YOUR SOCIAL MEDIA SAY ABOUT YOU
- WHAT IS THE ONE THING PEOPLE REMEMBER ABOUT YOU
- HOW DO YOU COMMUNICATE?



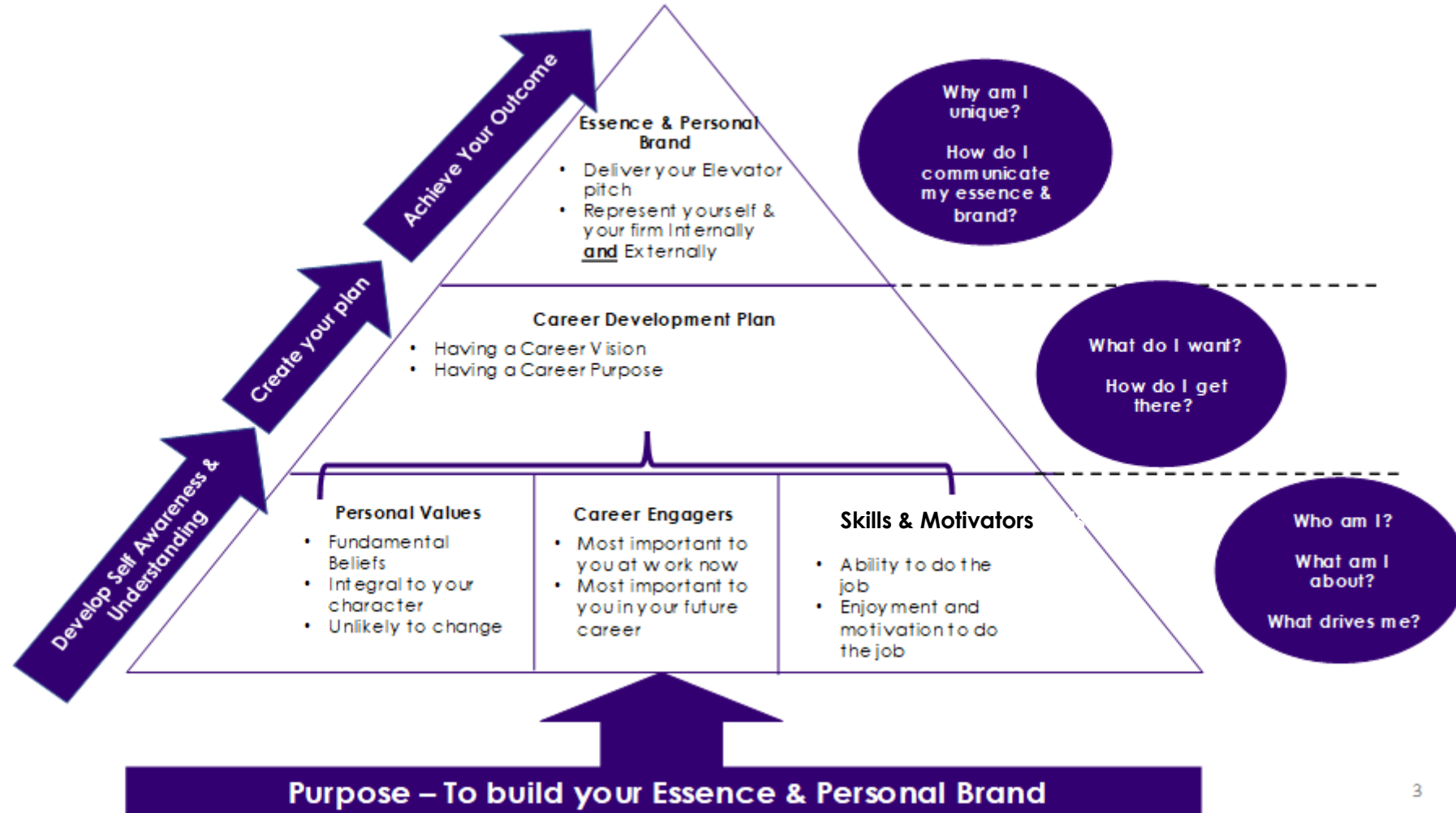
PERSONAL BRAND

- IN ORDER TO UNDERSTAND YOUR IMPACT, YOUR PRESENCE AND VISIBILITY, FIRST YOU MUST UNDERSTAND WHAT IMAGE YOU ARE PUTTING OUT THERE. NEWS FLASH – YOU ARE PUTTING OUT AN IMAGE WHETHER YOU MEAN TO OR NOT SO LETS TAKE A LOOK.....

QUESTIONS TO ASK YOURSELF TO UNDERSTAND PERSONAL BRAND

- WHO AM I?
- WHAT AM I ABOUT, WHAT DRIVES ME?
- WHAT DO I WANT?
- HOW DO I GET THERE?
- WHY AM I UNIQUE?
- HOW DO I COMMUNICATE MY ESSENCE AND BRAND?
- **WHAT DO I WANT TO BE KNOWN FOR?**

HOW DO I BUILD MY PERSONAL BRAND?





**Knowing
yourself**



WHAT ARE VALUES

PERSONAL VALUES

Where do they come from?

Fundamental beliefs

Integral to your character


























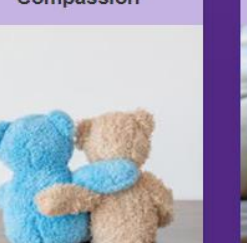

Unlikely to change

What are your non-negotiable values?








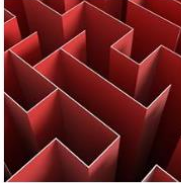






- **WHY ARE THEY IMPORTANT?**
- **BECAUSE THEY ARE NO 1 DERAILER/GALVANIZER IN LIVING YOUR LIFE PURPOSE**
- **SO YOU FEEL TRUE TO YOURSELF AND AUTHENTIC**
- **SO YOU CAN INFLUENCE – YOURSELF AND OTHERS**
- **SO, YOU CAN ANSWER THE QUESTION "WHAT DO YOU DO?" IN A REAL AND MEANINGFUL WAY**
- **SO, YOU CAN SEARCH FOR ROLES THAT ARE ALIGNED TO YOUR VALUES**

PERSONAL VALUES- WHAT ARE YOUR TOP THREE?

Courage  Having the ability to positively face difficulties	Authenticity  Expressing oneself in a manner which is true to you	Confidence  Being full of assurance, conveying capability	Dedication  Having single-minded loyalty to someone or something	Optimism  Taking a favorable view of things	Faithfulness  Unswervingly devoted to someone or something	Kindness  Having a good or thoughtful nature	Humor  Having the ability to laugh at oneself and to share amusing events with others	Decisiveness  Capability and speed with decision-making
Practicality  Engage in activities which are of practical usefulness to others	Credibility  Being worthy of being believed in	Reliability  Being worthy of being depended upon	Wisdom  Having the ability to discern right, truth and act accordingly	Trustworthiness  Being worthy of trust, confidence or reliability	Individuality  Having a sense of your own person	Efficiency  Being efficient and managing your time well to deliver to expectations	Honesty  Acting honorably in principles, intentions and actions	Discipline  Doing what needs to be done
Integrity  Behaving in accordance with values and ethics	Passion  Having a compelling or intense commitment to things	Determination  Having a firm or fixed purpose	Enthusiasm  Having a keen or active interest in things	Patience  Acting with calmness and without haste	Objectivity  Able to retain a sense of impartiality or detachment	Helpfulness  Acting in a manner which is beneficial to others	Compassion  Awareness and sympathy for the plight of others, and a desire to help	Self-Discipline  Having control over self, able to push self

CAREER ENGAGERS

- **YOUR CAREER ENGAGERS WORK VALUES**
- **IT IS WHAT DRIVES JOB SATISFACTION AND CAREER SUCCESS**
- **THESE DO CHANGE OVER TIME**

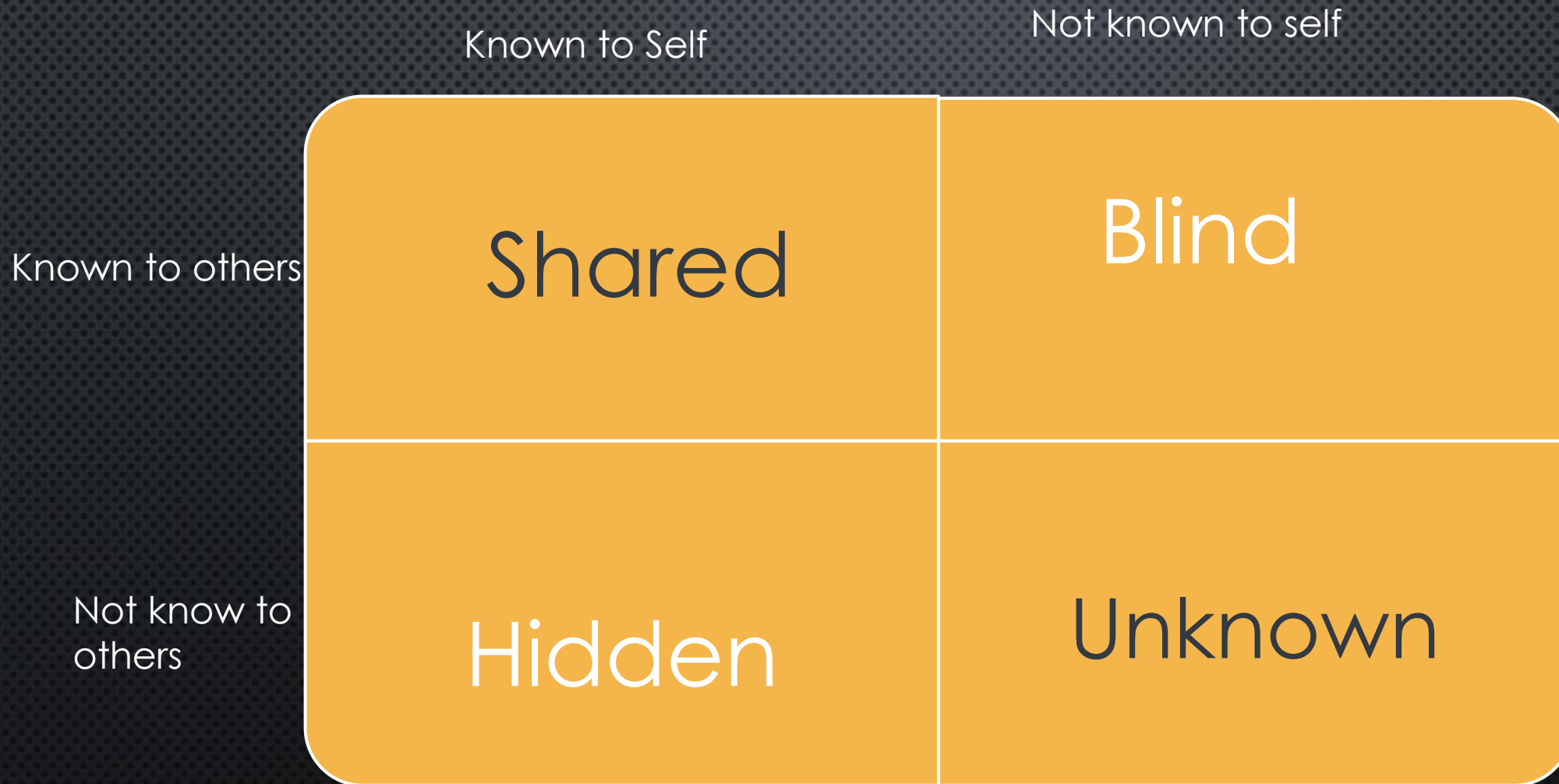
<p>Service</p>  <p>Being involved in helping other people directly</p>	<p>Involvement</p>  <p>Being recognized as a member of a particular team or organization</p>	<p>Teamwork</p>  <p>Working together with others, work as a team towards common goals</p>	<p>Reputation</p>  <p>Have a strong professional brand or reputation</p>
<p>Freedom</p>  <p>Having the choice to do what you want to do and when you want to do it</p>	<p>Challenge</p>  <p>Take on, trouble-shoot and resolve complex problems or work tasks</p>	<p>Appreciation</p>  <p>Being recognized for work well done, and getting positive feedback</p>	<p>Innovation</p>  <p>Create new ideas, programs, organized structures or products</p>
<p>Balance</p>  <p>Having a sense of equilibrium in one's life and work</p>	<p>People Contact</p>  <p>Being in contact with people directly, providing a service to the public</p>	<p>Achievement</p>  <p>Accomplishing a task or goal</p>	<p>Friendships</p>  <p>The opportunity to develop close personal relationships with those you work with</p>



• IMPACT, PRESENCE &
VISIBILITY —WHAT OTHERS SEE

IMPORTANCE OF SELF AWARENESS

JOHARI WINDOW



JOHARI WINDOW

Step 1- Choose 5 or 6 words you believe best describe yourself and plot them on the grid

Step 2 – send this list of words to other stakeholders around you and ask them to choose their own 5-6 words. Remember not to show them what you chose!

Step 3 – Plot their words on the grid based on your awareness level of the word described

able

accepting

adaptable

bold

brave

calm

caring

cheerful

clever

complex

confident

dependable

dignified

energetic

extroverted

friendly

giving

happy

helpful

idealistic

independent

ingenious

intelligent

introverted

kind

knowledgeable

logical

loving

mature

modest

nervous

observant

organized

patient

powerful

proud

quiet

reflective

relaxed

religious

responsive

searching

self-assertive

self-conscious

sensible

sentimental

shy

silly

smart

spontaneous

sympathetic

tense

trustworthy

warm

wise

witty



FIRST IMPRESSIONS MATTER

YOUR BRAND REVIEW

BRAND FACTOR	A LIABILITY	BELOW AVERAGE	ON A PAR WITH PEERS	ABOVE AVERAGE	FIRST RATE
Voice quality					
Language					
Written skills					
Listening skills					
Presentation skills					
Attention to detail					
Social skills					
Networking skills					
Eye contact					
Handshake					
Personal Style					



YOUR PERSONAL BRAND PITCH

I AM BUSINESS COACH WHO IS PASSIONATE
ABOUT HELPING OTHERS REALISE THEIR FULL
POTENTIAL

I AM AN TEXT BOOK ENFP WITH A PASSION FOR FOOD AND TRAVEL AND A ZEST
FOR LIVING IN THE MOMENT

LOYAL, AUTHENTIC AND FULL OF
INTEGRITY, I IN THE MOMENT AND TRY TO
SEE FAILURE AS AN OPPORTUNITY FOR
GROWTH



ACTIVITY WHAT'S YOUR PERSONAL BRAND PITCH?

IT'S TIME TO GET PERSONAL...

- YOU HAVE 5 MINUTES
- TAKE A PIECE OF PAPER
- CHOOSE 3-5 WORDS AND CREATE A SHORT STATEMENT THAT DESCRIBES YOUR PERSONAL BRAND AS YOU PERCEIVE IT
- BE HONEST. BE CONSTRUCTIVE. BE SUPPORTIVE
- **RAISE YOUR HAND IF YOU WOULD LIKE TO SHARE**



TYING IT ALL TOGETHER

- Considering your brand pitch this can shape:
- Impact – how you introduce yourself to others, our strong is your handshake and do you look the part your are trying to portray?
- Presence – How does this look on an ongoing basis? Are you making a one time effort or is this what you are really about? Are you being authentic and therefore is what you are trying to create sustainable?
- Visibility - Does your LinkedIn Page match the identity you are putting out there.
- Are all other social media platforms appropriate or locked down to professional audiences?
- How strong is your communication style, what would that be famous for, good and bad.



SUMMARY

- So, we have looked at the difference between impact , presence and visibility
- Gained an understanding on what our personal brand is and its impact on others
- Looked at how understanding ourselves better allows us to affect our Impact, Presence and Visibility
- Explored some tools to better define our impact presence and visibility such as:
 - - Johari Window
 - - Brand Review document
- Introduced to a personal brand pitch that will help shape Impact Presence and Visibility

THANK YOU

- FOR ANY FURTHER QUESTIONS, REACH OUT TO US ON:
- E-MAIL: CAREER.DEVELOPMENT@UNDP.ORG
- YAMMER: CAREER DEVELOPMENT & EXPERIENCE
- OR VISIT OUR INTRANET PAGE ON:
- [HTTPS://UNDP.SHAREPOINT.COM/TEAMS/TALENTDEVELOPMENTHUB](https://undp.sharepoint.com/teams/TalentDevelopmentHub)

