

9.20: Building Your Personal Brand

Can you honestly say that you “own” who you are? Do your habits and mannerisms belong to you? Are you comfortable in your skin?

In her TED Talk, Harvard professor Amy Cuddy discusses how body language impacts how others perceive you. Our nonverbals give others a perception of who we are and how we are feeling. Our body language conveys dominance, much like animals do to show their power. Our posture and the space that we take up signal confidence. But sometimes, we take cues from others. If our conversation partner is showing dominance, our body language might shrink in response. It turns out that posing for dominance changes the way we think and act. Use body language to your advantage next time you are trying to make an impression (Cuddy, 2012).

Watch Amy Cuddy’s video “Your Body Language May Shape Who You Are” and develop a perspective on how you can use body language to develop your personal brand. Specifically, write a 1-to-2-page document outlining what you will start doing and what you will stop doing, and explain why. Your professor might even enjoy seeing a photo of your “power pose.”



“Communication is the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else” (Merriam-Webster, 2024). What type of communicator are you? Analytical? Intuitive? Functional? Personal? Research communication styles and describe which best describes you. Outline a plan for how you might communicate with those who adhere to a different style. To get started, try this free communication style [assessment](#). There are also other assessments available online, so try a few and see if there are any differences.

Keep in mind that communication also includes nonverbal signs such as our facial expressions and body language. How does your body position change when communicating a happy story versus a sad story? Try this body language [self-assessment](#).

A large percentage of our personal brand comes from how we communicate with others. Think about the people you admire; odds are they communicate in a way that you understand and to which you relate. Work on becoming comfortable in your style and recognizing the styles of others. If you do this, others will be comfortable with you, and they will remember you. Often, a key component to a promotion is being noticed and remembered for the personal brand you exhibit.

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