

Building a Powerful Personal Brand: Be Heard in Meetings

Isn't it interesting how, when many people are in meetings, they shut down and yet in social situations, they are able to chat away about any topic brought to the table?

I have found, over many years of coaching clients to get ahead in their careers that three little voices, that pop up in their heads, are the main causes of this fear. I think these thoughts can be summed up here:

- 'What if... I say something stupid?'
- 'What if... I say the wrong thing?'
- 'What if... people think I'm an idiot?'

The reality is no-one in any meeting will ever have the absolute truth to offer up. And that is because *truth does not exist*. All *any* of us has in a meeting is an *opinion*.

Even when it comes to statistics (apparently factual, black and white data) two people can skew the numbers to suit their own perspectives and support their points - and therefore have *different* opinions.

So if you struggle to voice your opinion in meetings, here are some tips to help you make a solid first impression:

1. Spend time thinking about the meeting. Consider the agenda. Who will be there and what might their agendas might be? Think about areas where you are already knowledgeable. Think about the questions you might ask. The stats or facts you could offer.
2. Assess where the Energy Centre is. What on earth am I banging on about, 'energy centre'?? There are always people in a room where the energy naturally gravitates. Who are they? Is it the CEO? A client? A Partner? Sit near them. The conversation will naturally centre around them and it is much easier to add your opinion if you are nearby than from the other end of a 12-seater table.
3. Make a point early in the conversation and lean forwards as you speak. It will give your point some added weight and naturally bring you into the conversation.
4. The most important tip of all is: to start. The longer you allow your voice to go unheard in meetings, the harder it will be to build credibility in the group.

About The Author – Rebecca Wells



Rebecca Wells is a Career Coach and Strategist passionate about arming her clients with practical tools and strategies to help them lead their most fulfilling lives and careers.

Her specialties lie in the areas of 'self-promotion in the workplace' and 'strategic career advancement'.

She is a Certified Personal and Corporate Coach and NLP Master Practitioner and has been coaching since 2005.

Prior to establishing Clear Horizon Coaching, Rebecca worked for many years in London's advertising industry, as an Account Director managing global and regional Marketing Directors and projects for the likes of HSBC; Cadbury Schweppes; Kimberley Clark; and Pfizer and is fully aware of the stresses, strains and satisfaction associated with getting ahead in the corporate world.

Clear Horizon Coaching

The Clear Horizon Coaching team runs workshops and executive coaching on a selection of topics including:

- How to Raise Your Profile in the Workplace To Get Ahead
- Building Presence: Effective Meeting & Presenting Skills
- The Vital Steps to Success: 12 Strategies To Elevate Your Career This Year

We also offer 1-1 private coaching to individuals looking to raise their profiles in the workplace; gain promotions and pay rises; and set challenging and motivating 30 day and 90 day goals.

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