



Building a Personal Brand - Be Bold, Be Brave

Hey FIERCE Mother,

This week's newsletter discusses being bold and brave.

One big way to build your brand is to be bold and brave. By this, I mean raising your hand for opportunities that stretch you, for which you may not feel ready.

Raise your hand for projects that will help you to showcase your skills and strengths. The important thing is to find a balance so you do not overcommit. Remember, we are pursuing our purpose without burnout.

Let's say you are pursuing a promotion at work or want to apply for a new job with increased responsibility. Do opportunities arise that you know would be a great way to develop new skills, but you shrink back from raising your hand because it would mean increased responsibility, more time, or you do not feel confident?

Have you regretted not raising your hand because you see other people promoted over you or chosen for more coveted opportunities? Chances are those people raised their hands for projects that stretched them but prepared them for more significant opportunities.

Here are three ways to raise your hand without placing a lot of stress on yourself:

1. Pick a Passion Project

Find something you love - It could be mentoring kids. Organize a volunteer event around mentoring kids. You will be more confident because you are working on something you love, which will showcase you as a leader. Be sure that it benefits the organization.

2. Play a Supporting Role

Shadow a senior team member on a project and find ways to add value to the project. Shadowing is a great way to learn about a stretch role that you desire, but you may need more time to be ready to lead. People are usually open to having someone shadow them, particularly if you can add value in some way. Take notes, ask questions, and help build presentations. Observe the way the more experienced team member performs their duties. How do they handle challenges, questions, and objections? Make a mental note of how you would take a similar role and add your style and skill set.

3. Find an Ally

This person can coach you and provide feedback in a safe space. We all have that person that we feel safe asking questions.

Schedule time with that person regularly to ask questions, obtain feedback, and role-play.

Raising your hand for opportunities is a great way to build your brand. It shows you are engaged and willing to learn. When opportunities arise, you are more likely to be considered. As you learn new skills, your confidence will grow, and you will be more likely to pursue opportunities with increased responsibility and financial gain.

For what new opportunities might you raise your hand?

Please do let me know. I would love to hear from you. Let me know if you have any questions. You can reach

me at ugochi@fiercemothers.com.

Stay FIERCE. I love you,

Ugochi

PS > This week on the podcast, I am talking about Microaggression. According to Wikipedia, a Microaggression is “a term used for commonplace daily verbal, behavioral, or environmental slights, whether intentional or unintentional, that communicate hostile, derogatory, or negative attitudes toward stigmatized or culturally marginalized groups.”

As women of color, we have all experienced microaggression, whether or not we realize it. I discuss what to do when you experience a microaggression. I welcome your comments as you listen.

Click on podfollow.com/fiercemothers to access this episode. Please like and subscribe, so you don't miss any new updates.



UGOCHI ONYEWU

AUTHOR • SPEAKER • THOUGHT LEADER

301.327.4485    



FIERCE
mothers

FIERCE Mothers

8720 Georgia Ave, Silver Spring
United States of America

You received this email because you signed up on our
website or made a purchase from us.

[Unsubscribe](#)

