



Building a Personal Brand - Communicating Effectively

Hey FIERCE Mother,

This week's newsletter discusses speaking confidently and clearly, in two scenarios - a planned scenario and an impromptu or unexpected scenario.

Regardless of when we have to speak up, the way that we communicate has an impact on our brand. People view effective communicators as professional and capable.

Planned Scenario

In a planned setting, you contribute to the conversation. A typical planned scenario is a scheduled meeting. You may not lead, but you add value. Another example is a presentation you give or a speech.

Unplanned Scenario

Unplanned situations can happen more often than planned. For example, can you remember when someone asked you to give a toast or pray when you were not expecting it?

It is essential to speak crisply and confidently, even if you don't expect it. When called on without warning, we may ramble or find it difficult to organize our thoughts because our anxiety levels are high. This embarrassing situation does not help build a solid personal brand.

Here are two ways to communicate effectively, regardless of the scenario:

1. Actively look for opportunities to improve your communication skills

Stay engaged through active listening. Think of ways to contribute to the discussion. We can learn much by participating and discussing each other's input and insights.

- Echo what someone else has said, and add an example or an anecdote.
- Disagree if you have a different perspective and state some of your points.
- Ask questions based on what you hear. Even if you don't quite understand something, don't be afraid to ask because chances are that someone else has thought of the same question but has yet to voice it.

2. Assume that someone could ask you to speak

By doing this, you can prepare on the spot before someone calls you to speak (if they call you). First, consider the key message you want to get across depending on the context. For example, if you are in a meeting, think about the discussion points and how you might provide insight that will help clarify.

Assuming that someone might ask you to speak unexpectedly will force you to stay engaged and not be caught off guard. In addition, staying involved in discussions will help with learning and developing confidence.

For additional information, here is the link to a website with many great resources - [Think Fast Talk Smart](#).

Does this help? 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 > In today's FIERCE Mothers Solo Session, I discuss mentorship and the importance of mentorship for women of color.

Mentorship is a role that is often unofficial, unstructured, and unpaid. Yet it's a critical part of every professional's career, and

those with longevity will inevitably find themselves on both sides of the equation.

I discuss why having a mentor is critical and how to seek one out. Finally, for more seasoned pros, I discuss why being a mentor is enriching and valuable for your professional ecosystem.

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UGOCHI ONYEWU

AUTHOR • SPEAKER • THOUGHT LEADER

301.327.4485    



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