

3 Keys To Increase The Value of Your Professional Brand

According to a recent Harris Poll survey 83% of Americans set financial goals each year with the purpose of improving quality-of-life and to increase savings. However, with all the articles and media promising ways to accomplish this, most people fall victim to inertia: continuing to do the same thing they've always done.

Barring the lotto and Draft Kings, ways to create more disposable income include a job promotion or finding a new job that will pay you more, starting a part-time business or a drastic reduction in your lifestyle spending (see inertia above). But if you're happy in your current situation, or just don't have the will or bandwidth to make these changes, how can you reach these higher financial goals?

As professionals and business owners we are always faced with the challenge of reinventing ourselves. It's a must to reassess the value we bring to the market each year, because the compensation we receive tends to directly correlate to the value we bring to the marketplace.

Here are three keys to increasing the value of your professional brand that will help you prosper where you're planted without making drastic career and lifestyle changes.

Advocate Your Expertise

Expertise is about problem solving. Any doctor can diagnose your migraine headaches, but to find the relief you need it may be best to go to a neurologist who is an expert on brain disorders.

What knowledge or skills do you have that can position you as an expert problem solver? What tasks do you consistently do better than your peers? What do others seek your advice on most often? Volunteer to teach your system or philosophy inside your organization for others to improve their results. Also, publishing your ideas in your industry's trade magazine or your blog can position you as a valuable resource and increase your perceived value in your industry.

Attack Your Weaknesses

You must first know your weakness and commit to personal and professional development. Comb through past job reviews or performance appraisals for critical feedback on suggested areas of improvement. There are books, conferences, certifications and even post-graduate classes available to help turn your area of weakness into a solid strength that will set you apart from others in your field. Also, seek advice from your professional mentor and find out how they addressed similar challenges in their career. If you don't have a professional mentor, find one!

Advance In Professional Associations

Every industry has a professional society whose purpose is to help sharpen your skills and offer resources that are inaccessible to non-members. The real diamond is the networking opportunity these associations provide. It's the absolute best way to find the right mentors, learn trade secrets not found in books or online, and most importantly grow your influence in a way that increases the value of your professional brand.

Rome Madison is an expert voice on the topic of personal and professional reinvention. Read more on his blog at RomeMadison.com

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Will You Be The Next Victim...Or Are You Ready To Fight?

Happy New Year Superstar!

I hope you've given time to reflect on ways to experience more meaning and fulfillment in 2016. After all it's inevitable for us to think "New Year, New Me!"; however, soon after..... reality punches you right in your grill! You realize the path to New Me is not easy and will require a fierce fight with a dear friend.

This so-called friend vows to protect you from unforeseen chaos and the fear of uncertainty, but you never expect him to hold you back when you become conscious of the changes you need to make. Who is this friend?

Inertia (*noun in·er·tia*) 1.lack of movement or activity especially when movement or activity is wanted or needed; 2. Newton's 1st Law of Motion: objects at rest tend to stay at rest, and objects in motion tend to stay in motion until another force affects it.

Simply put: you're more likely to keep doing what you've been doing, and keep getting what you've been getting. Hey, if you like it, I LOVE IT! But, if you're passionate about New Me....get ready to fight!

Remember, you're fighting laws of physics! This won't be easy. But from the definition above we can learn two keys to overcoming inertia:

1. You need a burning desire to move or change direction. Your emotions need to be involved because ***motion*** is at the root of ***e-motion***.
2. You must get started and don't stop! Getting started is the biggest obstacle to accomplishing anything.

Are you willing to fight to win....or will you become inertia's next victim?

You need a different kind of energy for this fight to achieve New You!

Rethink your routine.

Put yourself in a new environment.

Be willing to flip your calendar upside down.

If you're looking for more meaning and fulfillment in your professional life, I discuss ways to increase the value of your professional brand in my latest article in Rolling Out Magazine. Small changes in how you spend your time can pay big dividends in the near future!