

Future proof your brand

How we create positive first impressions massively impacts future proofing our personal brand. What we do and how we do it on an everyday basis, from the moment we step from our home into the business environment, determines our path.

It may seem second nature how to make a great first impression, but how are we actually being perceived? We become comfortable with our style and transactions with each other and potential clients, and are often are unaware of how others see us. “You don’t get a second chance to make a first impression” says PhD, psychology professor Uleman at New York University, “and judgements are being made and impressions are being formed all the time.” A study in Personality and Social Psychology bulletin found that factors such as [clothing style and posture](#) (link to posture poise and style) play a role in how impressions are formed. “Having a handle on the kinds of impressions you make can go a long way toward [advancing your career](#)”, says Professor Uleman.

Gadens Lawyers, as the Australian top 10 legal service provider, know this and thus had Sydney School of Protocol share ten fundamentals to support career advancement for the Gadens Women Connect Group. This is what we shared.

The Top Ten Tips to Future Proof Your Brand

1. **Exude presence** - make a powerful first impression
2. **Deliver a world class handshake** - initiate, firm and assured and web to web
3. **Connect your mind to your body** - body language is louder than words
4. **Present yourself** - with your full name - wear your name card on the right side for line of sight at networking events
5. **Network your network** - and approach large groups with confidence
6. **Mingle with curiosity** - ask open ended questions to increase your mingling proficiency
7. **Pitch yourself** - perfect your 30 second introduction
8. **Keep updated** - update your LinkedIn profile at least every other month and audit your Facebook settings
9. **Professionalism is key** - keep all social and business communication via social media channels professional
10. **Excellence is in the detail** - dress, grooming and a polished manner are highly persuasive

Thank you to the Gadens Women Connect Group for the opportunity to share the top ten tips for establishing a solid platform to build a strong personal brand. Using these tools consistently, confidently and with credibility will ensure we begin the process of future proofing our personal brand and bring greater success to building relationships in business and social settings.