

4 steps to a *High Definition You!*



Your standard channel is totally watchable I'm sure. But, in a noisy world, with so many channels to watch – how will you stand out? How can you take back control and get your message across in the most memorable, focussed and dynamic way?

How can you switch the standard you to a High Definition You?

1. Reflect

Reflect on what your channel is. There is a big difference between the BBC and CNBC. What do you believe it is already? **How would you describe yourself in 3 words?**

1: _____ 2: _____ 3: _____

2. Request

Request real feedback from others. Take a deep breath and ask your boss (or if that's too scary then a colleague or loved one) to **tell you 3 words they would use to describe you**. Don't rely on one person's view - get more than one opinion.

1: _____ 2: _____ 3: _____

1: _____ 2: _____ 3: _____

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3. Review

Review any gaps between points 1 and 2. Now here's the opportunity to take back control and step it up. Decide... what could your **high definition** channel be? Do you want to be entertaining with short updates or perhaps informative with detailed analysis? Is there someone you want to emulate as you define your own HD channel? If you could wave a magic wand, **what 3 words do you want people to be using?**

1: _____ 2: _____ 3: _____

4. ACT

It's your behaviour, not your intention, that will define you. Consciously choose one moment where you want to stand out in high definition. Maybe it's an important team meeting, maybe it's a networking event, maybe it's a call with a client? **What is just one thing you can do to be the High Definition You in that moment?** Can you sit closer to your boss in that meeting and make more eye contact? Can you ask someone an unexpected question at that networking event? Can you link in with a client before that call?

What one small step are you going to take?

Rinse and repeat from Step 1. **It's all about continuous improvement!**



Remember: Communication is not what is intended, it's what is received!

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