Executive Image: Build an Image

Where does your image come from? It’s constantly being created. Your ongoing behavior and attitude will confirm people’s impressions of you. Everything you do from an elevator ride to a board meeting creates a portion of your image.

But there’s good news. You can choose and build your image. Developing your image doesn’t need to be a complicated process. The following techniques can help:

- telling stories;
- mastering the message that you deliver;
- realizing that every question and conversation is an opportunity to share ideas, vision, and values;
- focusing on “we”;
- setting a challenge to motivate others;
- showing confidence;
- smiling;
- considering your visual impact;
- finding a leadership coach; and
- seeking out a mentor.

Think about your image. What do you want it to demonstrate? Observe others who have the image you would like to emulate. Plan ahead so you are ready when your dream job opens up. Visualize what your image should be. Write down some descriptors of it.
