

CATEGORIES: Personal Branding, Sales, Communication

TITLE: What High Performers Do Differently: How to Fascinate from First Impressions to Lasting Value

What separates certain professionals from the rest of the pack? Is it skill or knowledge? Expertise or seniority? Or is it simply charisma? Turns out, it's none of the above. In her decade of research inside hundreds of companies, Sally Hogshead discovered a new trend. High-performers *communicate* differently and the most valued professionals consciously decide to over-deliver in select ways. As a result, they become difficult to replace, because they emphasize their natural traits. They earn advocates in the workplace and customer base, and become irreplaceable. In the case of entrepreneurs, they remain in demand even after raising fees and prices. Just as the most successful brands differentiate themselves, so do the most successful people. According to the Carnegie Institute of Technology, 85% of financial success is due to your personality, ability to communicate, negotiate, and lead. Shockingly, only 15% is due to technical knowledge. Increased competition and decreased attention spans make it harder than ever to stand out and win. It's not enough to be the best, if nobody knows you're there. But when you apply your most authentic and naturally fascinating traits, the world sees you at your best and you're recognized for your accomplishments.

LEARNING OBJECTIVES:

- Discover the top four traits of high-performing personal brands and pitfalls to avoid
- Recognize the signs you are (or are not) perceived as a high performer
- Identify your top two unique personality advantages
- Describe, measure, and improve how you add value
- Understand the situations in which you're most likely to over-deliver and outperform (and the areas in which you will not)
- Discover the words you need to authentically describe yourself in introductions, meetings, and other high-stakes situations
- Surround yourself with team members who boost your own performance

BEST AUDIENCES:

Sales, Entrepreneurs, Financial Services, Customer Service, Direct Sales