

Megan Hills interviews
Susan Griffiths,
Director of Nouveau Design



‘Personal brand’ means professional savvy

“Spiky carrot red hair, glamorous hats and very high heels,” is how branding specialist Susan Griffiths describes Wendi, a milliner who knows all about building a successful personal brand. “By wearing clothes that suit her body and her personality, Wendy looks as she is: feminine and exuberant. And that personal brand has really paid off for her business.”

But Wendi works for herself. How does personal branding translate into large organisations? “Managers need to encourage staff to develop personal branding,” Susan explains. “If you feel comfortable with how you look, you will be comfortable with how you think. You will also appear more approachable to others and be open to new ideas.”

Susan’s top three personal branding tips:

1. Choose the right fit for your workplace

Dress in a way that reflects both who you are and where you work. You can still wear a tie or a formal shirt, but consider wearing colours and styles that suit your personality - a bright tie, for example, or a striking scarf.

2. Choose what suits you

Don’t be a fashion slave. Wear what suits your body type, age and personality. And make sure your clothes are fitted correctly on your body. If you take care about how you look as a professional, others will regard you as one.

3. Don’t be afraid to use colours

The standard white shirt can actually drain colour from many complexions. A little bit of red, for example, (if it suits you) can show that you have energy and are ready for the job.

“Personal branding isn’t just the way you look,” Susan says. “It’s also behaving in a way that is true to who you are. Use speech and body language, as well as clothing, to build rapport with others. Having an authentic personal connection can make all the difference.”

What Susan Griffiths says about TLS

“With her warm smile and easygoing personality, Eleanor has great rapport with others. And she’s no fashion slave. Always well groomed, Eleanor’s wardrobe of different colours – exotic reds, purples and greens - suggests that she can help different kinds of people. And she does.”

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