**YGT episode 132**

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I'm your host. Dr. Katie Linder. On this episode. I want to revisit the concept of branding and particularly the idea of rebranding because this is something that I think. They talked with more and more academics who are uncomfortable in some ways with the idea of branding in general. Then when you start talking about rebranding it's like adding on another layer of complication.

And if you've been watching my website or various things about my social media presence or my online presence for the past couple of years or even more recently. You're going to see that I often make changes in these spaces and most recently I ended up making some changes over my last winter break creative Retreat to my speaking page where I really kind of Niche tin a particular direction.

It won't surprise you that it was toward more radical self-trust emphasis, but I also started to really clarify what are the kinds of things that I want to be speaking about not just the kinds of things that I can speak about. And part of that was a little bit of a Rebrand it was helping people to better understand what I want to place an emphasis on in my professional work right now.

But I think one of the key things to consider when it comes to branding and this can take some of the pressure off I think is that branding is really an evolution. It's not something that you kind of do and then it stays consistent forever. Now it's interesting for me to say that because when it comes to branding one of the key elements of it is consistency you want people to be able to recognize your brand and to know that something is coming from you but that doesn't mean that it can never change.

It doesn't mean that it can't be updated or especially kind of Niche or narrowed down into a particular direction as you come to Greater clarity about what it is that you really care about. So some of the things that you can ask yourself when it comes to your branding is what is it? That's really important to you right now that you want other people to know about.

What is it that you want to be known for right now? And also, what do you value? What are the kinds of things that you want to really communicate to people that are important to you? And I think that those questions will change over time. There are things that maybe five years ago. I really want it to be known for and those things have shifted.

I want to be known for different things now than I was known for five years ago. And the idea that evolution is that to some degree because it's something that happens over time. It's probably a pretty natural shift in your own professional life. People can kind of come along in that journey and it's going to make sense to them oftentimes rebranding is not a complete, you know, 180 in a different direction.

It's a refresh. It's an update of something that you are already working on or that you've been working toward for a period of time and it's going to help people to see a narrative. Kind of where you're going with your work. So in some ways it's thinking about branding as trying certain things on experimenting with them.

But then also being willing to leave other things behind if they're not the things that you want to be known for or associated with in the future. So I also wanted to kind of revisit what gets included in branding because I think that this is something else that we often think about it as being really visual.

So it's definitely about things like headshots. For example, which of course can be updated depending on if you change your hair or your appearance you'd want to do that. It can be certain color schemes. It can also be things like fonts, but it can also include things like the language that you use to talk about things or the.

Is this that you place on certain elements of your work or things like bio statements how you describe yourself? It may be that you know a couple years ago. You wouldn't have called yourself a writer, but now you really feel more confident in that space. And so you want to really Embrace that language and so it's going to show up more in how you talk about yourself a good example for me is you know.

Three or four years ago. I wouldn't have called myself a podcaster because I wasn't doing that yet. But now I really do identify as being a podcaster and so that does show up in my bio statements and it's part of my brand the other thing. I think that people often see as a little bit more nebulous when it comes to branding is the idea of just themes and there are going to be certain things that are going to kind of run throughout your branding.

No matter what you do, and those are really themes might be another way of talking about your values. So for example over the past several years even as my website has changed and as I have shifted the kinds of things that I talked about on social media, one of the things that hasn't changed is that I'm always creating stuff and what I create might look different it might be for slightly different audiences.

It might be in different mediums. I've shifted from you know webinars to online courses to group coaching programs. I'm someone who likes to be creative and that's a big part of my life and my work and people can see that in all kinds of ways like my blogging might podcasting the books I write and that theme of creativity is not really going to change.

Now another example of this would be my radical self-trust work that I've been doing lately and I've been working on that now for almost a year. It's kind of hard to believe since last spring into the summer. And radical self trust is going to show up in my work in lots of different ways. I may not always have a group coaching program around it, or maybe eventually I'll write a book about it.

But the idea of it the theme of it the value of radical self trust in my life and work is probably going to keep showing up for quite some time. So even if my headshot changes even if my color schemes change, even if I update my fonts, or you know change my website in different ways. I'm going to slowly evolved into the kinds of foundational elements of my brand that are going to stay solid over time.

And it's really some of those visual things that although their cues and their reminders to people about what your brand is and you can absolutely tie in those visual elements to the themes and the values that you hold. Maybe there's going to involve we've definitely seen I think more popular brands evolve and update over time and It's Perfectly Natural to have that happen.

So, I guess one of the key points of this episode for me is that if you're thinking about branding as something that is really going to be stable and so you're afraid to dive into it because you're not quite sure what it is. You're not quite sure what that's going to look like. First of all, you probably have a little bit of a brand already.

You probably have things that you're known for you probably have certain ways of representing yourself, especially in places like online spaces. But it's also okay, if you're not quite sure what that is because branding is an evolution. It's a process and it's definitely a way of coming to know yourself better so that you can help other people to know you better as well.

And I think that's one of my favorite Parts about branding and rebranding is every time I make a shift or a change. I feel like I'm helping people to see me in the way that I want to be seen and I may not know quite yet what that is, but every time I do a Rebrand, I know I'm getting closer and closer to what that's going to look like.

So I would love to hear if you have questions about branding or rebranding and I guess I just want to take some of the pressure off because it's okay to play. It's okay to try this stuff out to see how it fits and to leave some things behind if we think there are no longer serving us. You can always email me at contact a Katie lender dot work.

You can tweet to me AK d double underscore Linder. You can connect with me on Instagram @ KT underscore lender and you can also write to me addressing it to. Katie Linder at PO Box 1621 Albany Oregon nine seven three two one. Thanks so much for listening to this episode. Thanks for listening to this episode of you've got this show notes and a transcript for this episode can be found at Katie Linder dot work / podcasts.

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