

BRAND IT PERSONAL:

MAKE YOUR PERSONAL BRAND YOUR ORGANISATIONAL BRAND

You may have heard it many times before: “treat yourself as your own personal brand.” Though it comes off as just another catch phrase that we say with no real understanding behind it, personal branding has become increasingly important in the age of social media.

Social media has changed the way we communicate and interact with each other. We now have access to people far outside our immediate community and as a consequence, almost all of us have a personal brand to some extent. Companies are now including social media checks during the interview process to get first impressions and to help in making the hiring decision. So certainly we would want to make sure that our personal brand, professional brand, and organisational brand are consistent and reflect well on our organisation.

When Leadership has a clear and defined brand, they tend to hire “like people,” people who embody the brand and have similar ethos and values. This in turn becomes the “like way” of the business and establishes a business culture that inhabits the brand, which attracts customers and clients who can relate to your brand and find it authentic. This is important in creating loyal clients and customers.

Your organizational brand is what helps you to stand out. It differentiates you from the competition and establishes your value to your prospective clients, customers, and associates. So lead the way for your subordinates and organisation by building a strong personal brand.

Adapted from: Personal brand leads organisation brand by Johnny Johnson

<https://www.bizcommunity.com/Article/196/82/193785.html>



Serving and bringing hope to communities across the world.

The Brand It Blue Initiative was born out of a desire to serve and partner with a variety of non-profit organizations and help the community which we live and work in. Here is what some of our Express offices did for their Brand It Blue Initiative.



EXPRESS PIETERMARITZBURG & DURBAN SOUTH

The Express Pietermaritzburg and Durban South Charity Golf Day was a fundraising event for PADCA's Sunnyside Park Home. PADCA is a vibrant, dynamic non-profit organization based in Pietermaritzburg, a leader in senior care in the KwaZulu-Natal Midlands and a resource of choice for senior citizens and their families.



They support people through the aging process, offering a continuum of services and care for seniors across the whole financial spectrum. Sunnyside Park home is "Home" to 178 residents and they offer independent, residential living and frail care. Majority of the residents at Sunnyside receives a SASSA pension and for many this is their only means of income and have very little or no family support.



We had 64 golf players and managed to raise money from the 14 hole sponsorships and the auction we had for The Hampshire Hotel in Ballito and from Anew Hotels.



Some of the residents also enjoyed the day with us.

EXPRESS RICHARDS BAY

This year, Express Richards Bay chose to give to the Richards Bay Family Care on the 18th July 2019. Richards Bay Family Care is a designated Child Protection Organisation that protects and promotes the interests, well-being, safety and development of children. They focus on families and the Richards Bay community through a holistic, inter-sectoral, developmental and comprehensive system of social services.

Express Richards Bay's clients, associates, employees, neighbours, family and friends were invited to help our community by giving back to those in need. What a phenomenal turn out! We thank each and every one that generously gave their time and various donations. An extended thank you to the following participants on this special day: Grindrod Terminals, Audio Computer World, Nedbank, Shepstone & Wylie, Woelwaters Kleuterskool, Scania, Just Properties, Multinet,

Capcubed, Connie Marais Attorneys and Members of the BNI Dynamix Chapter.



EXPRESS MIDRAND

Express Midrand together with a handful of clients went to our local SPCA to assist with their weekly charity market. We collected and donated animal food and items for their charity shop. We had various teams who sorted out store rooms and kennels, washed feeding bowls and made hot dogs to sell so that the proceeds could be donated to the SPCA.

We also arranged an electrician to do an inspection of all their electrics and pledged to contribute to their water and electricity accounts.



EXPRESS DURBAN NORTH

Our office staff visited a facility for the visually impaired children, Bright Eyes, on Friday the 19th of July. We spent about 2.5 hours at the facility, doing maintenance tasks required in the building as well as on the outside. We painted cupboards and walls, we decorated trees, planted scrubs and plants and repaired sand pit holders.

One of the children had his birthday on the same day, so we took ice cream for all the kids, as well as a cool drink and chips for each one. A big thank you to all our staff members who contributed to this event!



Systems of Success: Replacing Bad Habits with Great Ones

To be an effective leader, it's important to acknowledge bad habits and replace them with healthier, long-lasting habits, creating a new default setting.

In his book "What Got You Here Won't Get You There," author Marshall Goldsmith lists 20 bad habits that challenge interpersonal behavior. In this article, we will focus on three of the 20 bad habits and three good habits to replace them with:

**Bad Habit: Failing to Give Proper Recognition.
Great Habit: Creating a Culture of Recognition.**

While every employee is different, recognition still ranks as one of the most important forms of communication leaders can give to employees. However, after years of star employees building expectations of excellence, some successes and triumphs may start to be assumed. If you have a default setting of not giving employees accolades when due, consider breaking the habit by replacing it with proactively creating a culture of recognition in your office. According to the SHRM/Globoforce Employee Recognition Survey, 47% of HR leaders cited retention and turnover as a number one concern, and they use recognition programs to mitigate the situation.

Start small by giving out employee praise at the beginning of each weekly meeting, writing thank-you notes to staff members, or hosting monthly recognition lunches.

**Bad Habit: Clinging to the Past.
Great Habit: Embracing Failure.**

Marshall Goldsmith writes that those who cling to the past tend to deflect blame away from themselves and onto events and people from their past. Most people go

through tumultuous times in their careers and face some form of failure. If you're the type of person who can't get over the past, it's time to replace that bad habit with the habit of embracing failure. When goals aren't reached, plans deteriorate, or investments fail, consider these events as completing an educational course. Effective leaders learn from their failures and move on.

Start this habitual paradigm shift by writing out the biggest failures that are holding you back as a leader, then write three to five lessons you learned from the failure and what you will do differently in the future.

**Bad Habit: Speaking When Angry.
Great Habit: Responding Instead of Reacting.**

One bad habit some leaders struggle with is addressing employees in anger. Passion can be a great tool to inspire others to do their best work and be their best self, but when the passion is in the form of anger, it becomes a tool to cut down others and lead by fear. When someone communicates through and from anger, most likely they are reacting to a problem or issue that has arisen. The greatest leaders are those who don't react, but respond in situations like this. If you tend to be the angry leader who rallies the troops out of fear, consider replacing that habit with a more responsive approach to your employees.

To start on this habit, consider not speaking until you gather all the information about a negative situation and have time to process what the problem truly is. Then, when you address the employee or team, allow them to explain reasons why they made the decision and respond in kind.

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