

The Power of Personal Branding Report 2023/24

Empowering leaders to embrace
an authentic approach to
business growth.

Contents

03

KEY FINDINGS

05

FOUNDERS' NOTE

07

FINDINGS & RESULTS

- 01 Strategic personal branding is not meaningfully applied.
- 02 Authenticity paves the road to leads.
- 03 No plan = no engagement.
- 04 We know who we are but not how to express it.
- 05 Confidence and assurance go hand in hand.
- 06 Interactive content opportunities are being ignored.
- 07 Consistency is king (but not everything).

28

CONCLUSIONS

- 01 Great personal brands need strategic intent.
- 02 Successful personal brands need a clear identity and consistency.

33

METHODOLOGY

Key findings

Jago's first report on personal branding aims to evaluate how people currently think about the topic and set a standard for future leaders to follow. We believe in the power of authentic, recognisable, visible, credible, and believable personal brands, and that everyone should share their passion.

01

STRATEGIC PERSONAL BRANDING IS NOT MEANINGFULLY APPLIED.

Professionals are aware of the importance of personal branding but struggle to apply it in a meaningful way to their brand strategy, despite more than 50% having the strategic strength.

[Go to page 8 →](#)

02

AUTHENTICITY PAVES THE ROAD TO LEADS.

Authenticity is recognised as important to personal branding, but there is a gap between this recognition and

action. Despite leaders saying they have a strong understanding of their identity and value, they are not using authenticity within their content.

[Go to page 11 →](#)

03

NO PLAN = NO ENGAGEMENT.

Part of the strategic application of a personal brand involves a long-term plan of content execution. Many business leaders who struggled to generate new leads, scored low on consistent social media activity. A multi-channel approach that repurposes content is key to building long-term engagement and stronger relationships.

[Go to page 14 →](#)

04

WE KNOW WHO WE ARE BUT NOT HOW TO EXPRESS IT.

Emotional intelligence plays a critical role in personal branding. Leaders who have high emotional intelligence can connect with their audience in a more meaningful and authentic way. Emotional intelligence brings consistency to our behaviour and it's this consistency that helps us master our reputation and build trust with our audience. We found that while many leaders had high levels of personal insight, they struggled to use that within their content creation and personal brand strategy.

[Go to page 17 →](#)

Key findings

05

CONFIDENCE AND ASSURANCE GO HAND IN HAND.

Our PBHC results showed that confidence is a critical factor in personal brand success. Those with a stronger sense of self also scored higher in other areas like lead generation of LinkedIn engagement. Personal style was revealed as a critical factor in building confidence and showcase personal brand.

[Go to page 19 →](#)

06

INTERACTIVE CONTENT OPPORTUNITIES ARE BEING IGNORED.

While many business leaders recognise the importance of social media, and LinkedIn in particular, for building

engagement with their audience, many are not taking full advantage of the range of media available. In particular, while video is recognised as a brilliant format for creating engaging content, leaders are barely scratching the surface of its potential.

[Go to page 22 →](#)

07

CONSISTENCY IS KING (BUT NOT EVERYTHING).

Our research showed that while those who posted regularly on social media did see increased engagement, it was not an automatic indicator of success. What was clear, was that those who struggled to post regularly had little chance of lead generation or business success on social channels.

[Go to page 25 →](#)

IN CONCLUSION

Overall, our research shows that people are recognising the need to address their personal branding and taking steps to do so. However, it's essential to remember that personal branding without authenticity and emotional intelligence is like setting sail on a half-built boat. Therefore, it's crucial for leaders to lay a strong foundation by embracing their authentic selves and understanding the power of emotional intelligence to create meaningful relationships that drive personal and professional growth.

Founder's note

As we approach the midpoint of the 2020s, the worlds of business and leadership continue to see tremendous change and disruption. With new technologies emerging every day and the rise of social media, the way in which we interact and engage with people and brands has shifted drastically.

In this rapidly changing landscape, personal branding has become a critical tool for leaders to connect with their audiences and stand out in a crowded marketplace.

TAKING A STRATEGIC APPROACH

Adopting a strategic mindset for your personal brand and reputation acts like a force multiplier, helping create robust networks that reach way beyond borders. The problem, however, is that many need to

apply strategic thinking to how they interact online or the communities they look to foster. There is a chasm between the potential and the reality.

Jago exists to eradicate this gap and empower people to master their reputations. We help clients develop a clear identity, a game plan, and the tools to execute.

At the heart of what we do is the belief that personal branding is not a one-size-fits-all solution. It requires a deep understanding of who you are, what you stand for, and what your audience is looking for. It is about building an emotional connection with your audience that goes beyond the transactional and speaks to their core wants and aspirations.

The journey we take clients through gives them the insights they need to lean into their strengths, have the confidence to share failures and connect with audiences in a meaningful and authentic way.

We aim to help our clients become their most authentic selves and connect more deeply on and offline.

THE SCOPE OF THIS REPORT

In this report, we explore the current state of personal branding in 2023. Using feedback from the Jago Personal Brand Health Check, we look at ways leaders can be empowered to embrace an authentic approach to their business growth. This data has been collated from our prospects, clients, and other leaders across agencies and wider business sectors, providing us with valuable insights into the current landscape of personal branding.

Throughout this report, we delve into what leaders see as the most important trends for personal branding, examining the reasons why leaders have yet to embrace personal branding that goes beyond social media



and how they can use their emotional intelligence and the power of authenticity to achieve business goals.

We hope this report inspires you to embrace your authentic self and recognise the importance of personal branding in today's business landscape. At Jago, we are committed to helping our clients harness the power of their personal brand, and we look forward to partnering with you on this journey of self-discovery and growth.

Ryan

RYAN O'KEEFFE | CO-FOUNDER

Findings & Results

01

FINDING 1

Strategic personal branding is not meaningfully applied.

Strategic personal branding is not meaningfully applied.

40% OF PEOPLE WHO TOOK THE PBHC

do not have a strategy in place for ensuring their personal brand supports their business growth.

Could this suggest that most people are not fully convinced of the value a strong personal brand could bring to their business?

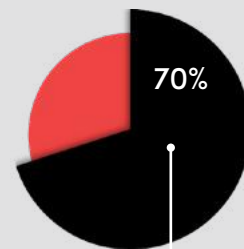
Perhaps naturally, the respondents who were identified as “Strategic” in the Strengths Analysis expressed interest in having a confirmed strategy before activating their personal brand. This highlights the desire for a more intentional and structured approach to personal branding, one that recognises

the importance of personal branding strategy as a tool for business growth.

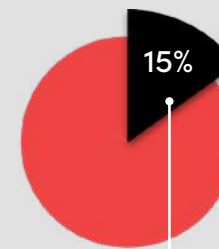
The PBHC also revealed that most respondents received low scores in the ‘Strategic Intent’ section, indicating a lack of clarity and intentionality in their personal branding efforts. This is concerning because a lack of strategic

intent can result in a scattered and inconsistent personal brand that fails to communicate a clear message and value proposition. Without a clear strategy in place, personal branding efforts may also fail to generate meaningful results or provide a solid return on investment.

A STUDY CONDUCTED BY FORBES SUPPORTED OUR CONCLUSIONS:



**70% of respondents
believed that personal
branding is important**



**Only 15% had a
defined personal
branding strategy**

This indicates a significant gap between perception and action, which may be hindering the potential benefits of personal branding in business growth.

Our tips

01

FOCUS ON AUTHENTICITY

To enhance strategic intent and create an authentic personal brand, it's vital that individuals begin by deeply understanding themselves and what makes them unique. This includes identifying their core values, passions, and strengths, and aligning these with their personal and professional goals. By doing so, they can create a brand that is genuine and true to who they are.

02

BUILD STRATEGIC TACTICS

From there, individuals can develop a comprehensive personal branding strategy that is aligned with their authentic self. This strategy may incorporate tactics such as storytelling, content creation, and social media engagement, which aim to communicate their unique value proposition to their target audience.

03

ENSURE CONSISTENCY

It is also important for individuals to maintain consistency across all touchpoints of their personal brand, including online and offline presence. This includes ensuring that their messaging and branding is consistent across all platforms and interactions, and that they are presenting themselves authentically in all situations.

IN CONCLUSION

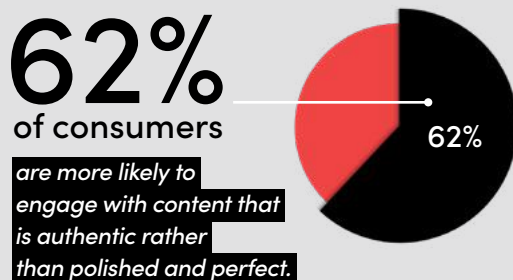
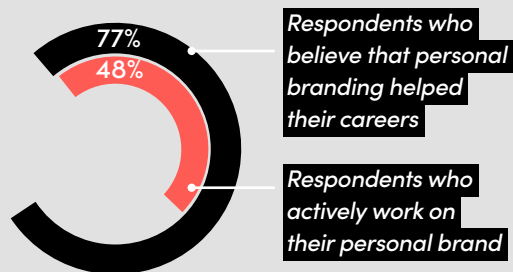
It's clear from our research and other studies that personal branding is an undervalued tool for business growth, and that a more strategic approach is necessary to fully capitalise on its potential benefits.

FINDING 2

Authenticity
paves the road to
leads.

02

Authenticity paves the road to leads.



With this in mind, it's therefore unsurprising that only 20% of respondents said that they were regularly receiving leads into inboxes off the back of their online personal branding activities, with those who

did indicating that they focused on creating authentic and meaningful relationships prior to leads being received.

Professionals who prioritise building an authentic personal brand, based on their unique values, beliefs, and personality, can establish a genuine connection with their audience. Emotional intelligence enables professionals to better understand their audience's needs and tailor their personal branding efforts to effectively communicate their value proposition.

Personal branding goes beyond creating a polished social media profile or building a large following on social platforms. It involves actively managing your reputation, creating a consistent image across all touchpoints, and positioning yourself as an expert in your field. And with the rise of new technologies and changing consumer

behaviours, personal branding has to be more dynamic, authentic, and purpose driven than it may be perceived.

VALUE-DRIVEN CONSUMERISM

Consumers are looking for brands that are transparent, socially responsible, and aligned with their values.

>80%

of millennials say they want to buy from brands with purpose.

53%

of consumers trust businesses with a strong personal brand.

2020 EDELMAN TRUST BAROMETER

Recognising the importance of personal branding in establishing meaningful connections and trust means greater opportunities for business growth, yet many respondents in our research struggled to use personal branding strategies to influence their business decisions.

The evidence

JUSTIN ONUKOWUSI | CIO, ST JAMES'S PLACE



Firstly, I wanted to get a better understanding of myself and my personal brand.

Secondly, it's clear that personal branding, and putting yourself "out there" comes with a risk of slipping up. This can look like coming across as inauthentic, or simply saying the wrong things.

What really stood out about Jago was how the team worked to understand me as a person and to bring that authentic voice to how I communicate.

Through attentive listening, the Jago team skillfully crafted a strategy that included strategic guidance, emotional intelligence coaching and a phenomenal personal branding workshop for my EnCircle group.

The partnership has been hugely rewarding and has helped both in terms of really understanding my brand and how to clearly and effectively communicate it to progress both my personal and professional goals. I would highly recommend the Jago team for anyone looking to define and enhance a clear voice and to build a powerful and impactful personal brand.

03

FINDING 3

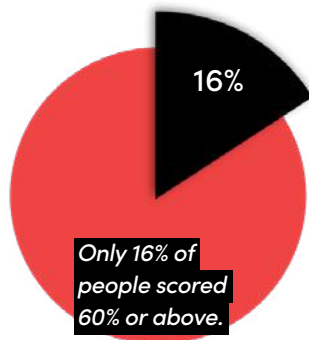
No plan
means no
engagement.

No plan means no engagement.

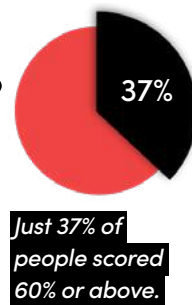
Our PBHC data showed that those respondents in the bottom 10% struggled to connect regularly and had limited engagement to generate new business opportunities. In particular, their personal brand strategy ranked low, at around 10%.

Without a clear plan, it's challenging to establish a meaningful connection with your audience.

We asked: do you believe your personal brand contributes to your business' growth?



Then we asked that 16%, do you have a strategy for using your personal brand?



A MULTI-CHANNEL APPROACH

LinkedIn is the obvious channel for those looking to improve their personal brand, and its power should not be underestimated. It provides a springboard for engagement and awareness and allows individuals the opportunity to really connect with their audiences, but it shouldn't be the end of the activity.

Research has shown that repurposing content across channels can be a highly effective strategy for building a personal brand. HubSpot found that businesses that repurposed their content across multiple channels experienced a significant increase in traffic and engagement compared to those who only used one channel.

At Jago, when we work with clients we focus on getting LinkedIn right as a starting point but to have a truly impactful personal brand, individuals will need to branch out beyond this single platform.

By consistently engaging with their audience on a range of platforms, top performers were able to foster stronger relationships with their target audience and generate new business opportunities. This approach paid off, as they reported month-on-month increases in engagement and new connections on various platforms, which translated into measurable business growth.

04

FINDING 4

We know who we are but not how to express it.

We know who we are but not how to express it.

As part of our research, we also delved into emotional intelligence and self-awareness. Specifically, we wanted to know if our respondents had a clear understanding of themselves, their strengths, and how they impact others.

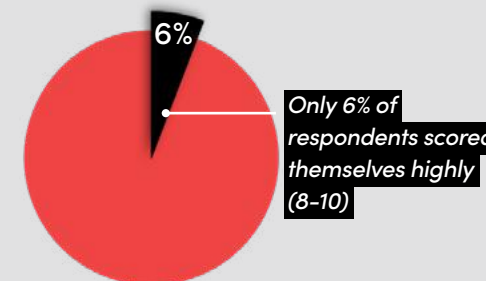
What we found was an extremely confident group of individuals who seemed assured about who they were.

This area scored the highest across all respondents, including those in the bottom 10%. However, while many respondents felt confident in their self-awareness, we wanted to dig deeper and see if they were able to articulate their strengths clearly and understand their impact on others.



WE ASKED RESPONDENTS:

“Do you have a clearly defined personal brand essence?”



Even people in the top 10% only scored: $\frac{6}{10}$ For personal brand essence

THE IMPORTANCE OF EMOTIONAL INTELLIGENCE

Emotional intelligence is a crucial factor in personal branding and business success. It involves not only understanding oneself but also being able to connect with and understand others on a deeper level. It's no surprise

that those who scored highly in emotional intelligence also tended to score highly in personal branding and strategic thinking.

On the other hand, those who struggled with emotional intelligence tended to struggle with personal branding as well.

They may have difficulty articulating their strengths or understanding how their behaviour affects others. This can make it challenging to create a personal brand that truly resonates with one's audience and builds strong relationships.

The evidence

JULIAN KYNASTON | CHAIRMAN, PROPAGANDA



I have seen enough trends to know personal branding is not an option.

I had a responsibility to my agency and my people to do this.

When I got to Jago, I got to a company that was not prepared to work with me unless I was ready to work with their process.

There are attributable leads that have come through it, resulting in business.

I have never turned up, committed and done so much under anyone else's tenure. It is fun but professional fun; it's a good process.

Clients really, really like it. As a source of new business, and I genuinely never went into it for this, there's been nothing more powerful in our wake over 30 years than what we've seen coming in from the work I've been doing on that personal branding front.

It's another level we don't need to worry about anymore, because clients already know what we stand for. It stops an awkward conversation without having it proactively.

It helps us believe we don't have to play that game, and aim for better.

FINDING 5

Confidence and assurance
go hand in hand.

05

Confidence and assurance go hand in hand.

As we've discussed, building a strong personal brand requires a deep understanding of oneself and the ability to effectively communicate one's unique value proposition to potential clients or partners.

Our PHBC results indicate that confidence is a critical factor in personal brand success. The top 10% of respondents who reported the greatest success in leveraging their personal brand gave

themselves high ratings for knowing themselves and articulating their strengths. In contrast, the bottom 10% of respondents gave themselves low ratings in these areas, highlighting the importance of developing emotional intelligence and self-awareness.

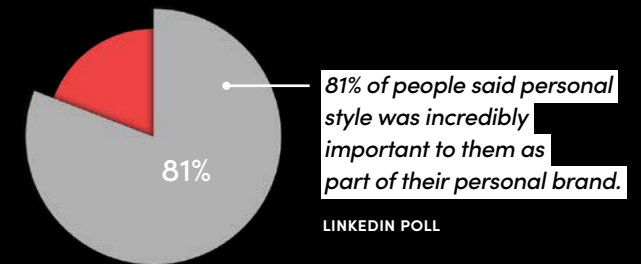
CONFIDENCE EQUALS LEAD GENERATION

People who scored **80% or more** in the "Identity and Value" section on the PBHC also scored in the **top 50%** of the other sections.

This suggests that having a stronger sense of self resulted in better outcomes in other areas, such as generating leads and making connections on LinkedIn.

THE IMPORTANCE OF PERSONAL STYLE

Personal style is also an essential element of personal branding. Personal style can help showcase an individual's unique personality and values, assisting with the authenticity element of personal branding. Feeling comfortable and confident in one's appearance can also play a significant role in building confidence and assurance.



Personal style can play a significant role in building confidence and showcasing authenticity and self-awareness as part of a personal brand. It's important to carefully select clothing, accessories, and other visual elements that reflect an individual's personality and values. By doing so, they can establish a visual identity that resonates with their audience, helping to build trust and connection. This can lead to greater success in both personal and professional lives.

The evidence

RUSS AVERY | CEO, AVERY & BROWN



I'm feeling good. I'm feeling confident. I've got clarity around my messaging and my positioning. And the direct impact of that is better conversations with more of the right kind of people from my target audience, and the business is growing.

I'd been doing personal branding since 2018 and saw the benefits that it brought me even with low-budget video on my phone. Then COVID hit, and I stopped publishing as much content and lost my confidence.

When things got better, and we started Avery & Brown, I wanted to put myself out there again. We were serious about Avery & Brown and locked in our positioning and our messaging, but I needed to reflect that proposition in my

personal brand, so there needed to be a strategy behind it.

We all like buying products and services from people we know and trust already, it's all relationship-building. And with Jago, we'd already built a strong relationship so that was a huge tick. Then there was the evidence we saw in the work out there in their client videos. Great social proof of the value Jago deliver.

Putting yourself out there requires knowing yourself to a deeper level. That was something I really got out of the process. Knowing myself better gave me more confidence and made me feel ready to film that first video, and I was prepped and prepared for the next step.

06

FINDING 6

Interactive content opportunities
are being ignored.

Interactive content opportunities are being ignored.

Our research indicates that many people are not taking full advantage of the potential benefits of audio and video formats, even among those who scored in the top 10% of survey respondents.

WE ASKED OUR FOLLOWERS:

“Will video constitute part of your personal branding efforts in 2023?”

84% said yes



It appears that while people recognise the power of video for personal branding, many are not implementing this strategy, which is concerning since using a variety of media types helps

craft a compelling connection with your target audience and establishes a more authentic and persuasive personal brand.

Our research shows that regularly using multimedia in personal branding efforts tends to lead to better results in generating leads and creating meaningful connections. In fact, survey respondents who scored said they regularly created video content scored in the top 10% for other personal branding metrics.

This view is supported by other studies that have shown the value of multimedia in personal branding.

Even people who gave themselves a perfect score in all other areas tended to struggle with producing and using video content.

Respondents who scored in the highest 10% scored the following averages:

$\frac{2}{10}$ For producing + publishing their own videos.

$\frac{3}{10}$ For using professional video.

FURTHER PROOF

HubSpot's research revealed that video content is the most popular type of content among consumers, with 54% of respondents wanting to see more video content from brands they support.

Another study by Wyzowl found that video content is the most effective type of content for generating engagement on social media.

The evidence

KATHRYN STRACHAN | FOUNDER, COPY HOUSE



I used to be embarrassed of my background, I hadn't worked in an agency for years on end or have decades of experience. And actually, early on in my career, I was discriminated against as a woman, and I have a young child, so I used to feel almost ashamed of having a daughter as I thought I might be perceived differently.

By working with Jago, I've started to own that and have now left these feelings behind. I was doing podcasts and videos and speaking opportunities specifically about these experiences putting it all out on the table and recently brought my daughter to the live recording of my podcast Tech Marketers Uncorked.

I've been able to pave the way for the next generation so people can see me and that I overcame these problems. Maybe they can be inspired by that.

People now reach out and share that my story inspires them. It's a really lovely thing to hear. It's helped my life and helped me to pave the way for others, to open those doors and show them what can happen on the other side of the valley of despair.



FINDING 7

Consistency is king
(but not everything).

07

Consistency is king (but not everything).

Our research has found that regular posting on LinkedIn can lead to higher engagement and increased connection requests. But it's important to note that simply posting regularly may not be enough to generate leads.

Instead, it's crucial to create high-quality content that resonates with your target audience and provides

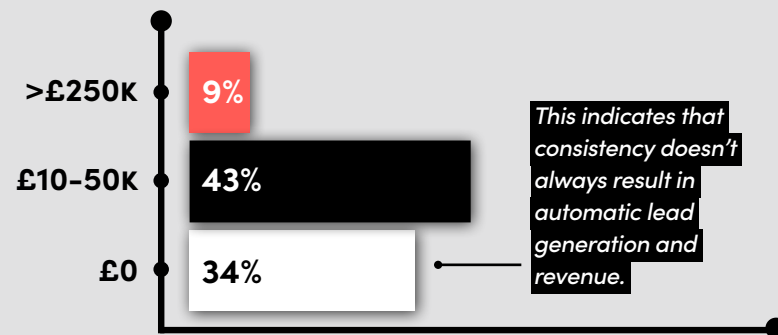
them value. Emotional intelligence and authenticity are also key strengths to consider when creating content for LinkedIn. Authenticity allows for the creation of genuine connections with potential leads and clients, while emotional intelligence can help build trust and rapport with the audience.

In fact, a LinkedIn study revealed

that emotional intelligence is one of the most sought-after skills by employers, and can be a valuable asset for individuals looking to build their personal brand on the platform. Sharing personal stories or experiences that highlight one's emotional intelligence can create a more relatable and human connection with the audience.

WE ASKED OUR FOLLOWERS:

"What level of revenue have you made from LinkedIn?"



TWO SIDES TO THE STORY

The PBHC data backed up the idea that consistency didn't mean automatic success. In the top 10% of respondents, over half posted on LinkedIn at least 3x a week, but only 50% saw a clear link with a month-by-month increase in engagement.

What was clear however, was those individuals who scored low on posting at least 3x a week consistently experienced a significant impact on their engagement levels and connection requests. In fact, 24% of them scored only 1 out of 10 in terms of their engagement increasing ranking.

The evidence

PHIL BLACKMORE | CREATE HEALTH, OWNER

Before working with Jago, I was just not on the radar of anyone, which was a big problem.

Hands down, the biggest blocker for me was being comfortable with who I am and coming to terms with the fact that not everyone is going like you; get over that, and you are sorted. The other big thing was consistency; I didn't dedicate enough time to it, but when you do, you get results, which is awesome.

I have worked with Jago for 18 months, and we have won some significant accounts all off the back of Personal Branding. Those are opportunities we wouldn't have got if we didn't do what Ryan, Steve and the team had advised.

We have won a whale account worth north of £500,000 with a few more like this in the pipeline.

As a business, we have decided to remove the budget from areas that didn't work and focus more on Personal Branding. The rest of the senior team at Create Health is now going through the process to help scale our reach and attract more of the right brands to work with.



Conclu-
sions

Great personal brands need strategic intent.

Shared values drive relationships, and building a personal brand is all about sharing who you are and what you stand for consistently, openly, and with intention. This allows people to get to know you, and ultimately, people buy from those they know, like, and trust.

Authenticity is key when building a personal brand, as it establishes trust and credibility with your audience.

However, creating a great personal brand goes beyond just authenticity. It's important to also showcase emotional intelligence, as it helps to build a deeper connection with your audience. When building a personal brand, it's important to consider the values and characteristics that you want to convey

to your audience and to establish your unique positioning in the market.

Just like global corporations, individuals can establish their own brand assets and characteristics that make them recognisable and memorable. This can include things like a consistent visual aesthetic or tone of voice, as well as the values and beliefs that you stand for.

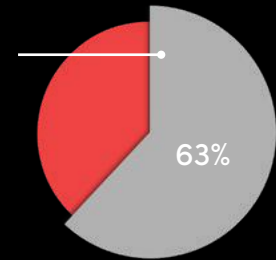
By doing this, you can establish a strong personal brand that people can identify with and remember.

And at that pivotal moment when someone is deciding who to work with or buy from, your brand will be the first that comes to mind.

Consumers and employees want businesses to stand up for them.

63%
of people

buy or advocate for brands based on beliefs and values.



EDELMAN TRUST BAROMETER 2023

“Life before Jago was good. I had a good reputation in the marketplace around CFO and M&A services for agencies. But I always felt this introverted nature and lack of self-confidence in getting myself out there was holding me back. I do what I do every day because I want to help people. I wanted to find a way to help more people, and that meant cracking the nut of what was preventing me from doing it. The process helped me understand who I was and ultimately to be comfortable with that.”

PETER HOOLE | CO-FOUNDER, CACTUS + AGENCYNOMICS



CHAMPION THE REAL YOU

As individuals, we have to connect our personal brand and characteristics – who we are as individuals – to what we do every day. At Jago, this is the fundamental and critical first phase of any engagement, bringing out the whole person and showing the value of being honest.

The ongoing strategy then relies on your staying true to that blueprint, building up value over time, and making it easy for your audiences to recognise your brand without prompting.

Your brand is what people say about you when you're not around.

Provided it's all based on the reality of who you are as a person, that's incredibly easy to get comfortable with and to stay true to.

WHERE NEXT FOR PERSONAL BRAND STRATEGY?

With our research identifying a disconnect among respondents as to whether a strong personal brand supported business growth, it would be good to explore this area in more detail. We know personal branding is integral to both the image of the leader and the company. Why don't people believe that the two are linked? What can we do to demonstrate how the two are in a symbiotic relationship and not separate?

"My journey with Jago has changed my life. I am an introvert who has gone from zero to talking to 300 people. I have won projects that I can directly attribute to the evolution of my personal branding, and have recently had my business acquired, increasing headcount from 20 to 100. It's a unique process of personal development made possible by a highly talented team."

BEN FRYER | CO-FOUNDER, DIVERSE INTERACTIVE



Successful personal brands need a clear identity and consistency.

With strategic intent comes the demand for understanding who you are, who you want to connect with, what your offer (or appeal) is, and even a plan to engage across your social channels. None of this is possible without knowing your identity and your value.

01

BE AUTHENTIC AND STAY AUTHENTIC

The most successful personal brands are built on authenticity. Authenticity helps you build rapport and trust since audiences and communities feel they are engaging with the real you and they aren't being coerced or misled. And personal brands thrive on individual and unique content or experiences. When you are confident enough in your delivery to share almost anything through the prism of your personal brand, that's when you see transformational results.

02

REMAIN DISCIPLINED TO YOUR CORE PILLARS

Consistency is the other fundamental pillar of a successful personal brand. Your presence on LinkedIn must mirror your posts on Instagram, and your voice must carry through your tweets or video posts. While the content may vary from channel to channel, consistency is vital to building a brand that people recognise, trust and want to work with (or for).

03

WHAT TOOLS DO PEOPLE NEED TO STAY ON MESSAGE?

Only 13% of respondents in the PBHC scoring highly when asked if they posted content aligned to their competencies, character and beliefs. Which suggests there is a misalignment between personal brand, LinkedIn posting, and other marketing activities. Do people feel they have to try and be something more than themselves? How can we give people the confidence they need to be their true selves online and the freedom to post within a framework and strategic plan that champions them and builds a great personal brand?

04

DIVERSIFY YOUR FORMATS

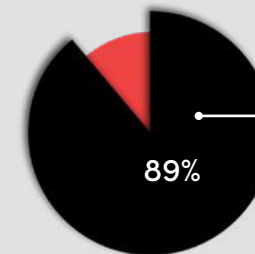
We found too many respondents playing it safe with the content they were producing. To get the most from the platform, individuals need to mix up content, not just in terms of topics, but format. Introducing more visuals, audio content such as podcasts, video, and interactive functionality like polls, all provide opportunities for you to share your personal brand in innovative ways.

Almost every marketer (96%) says video is an integral part of their marketing strategy because it provides positive returns on their investment. Video is the best medium to connect with audiences, showcase authenticity and deliver your message or point of view. It is the leading method of marketing communication by brands today because it is the most effective way to put your point across and one of the most trusted by consumers. But

our research found a real reluctance to embrace the format and that respondents feel they need more confidence working with it.

Expanding your personal brand's footprint through a mix of formats is the evolution of a solid strategy underpinned by a clear identity.

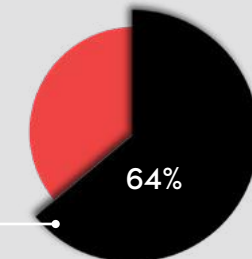
Delivering your message and showcasing your brand in video is an area you must master to differentiate and connect. What is holding people back from experimenting with video? How can we encourage people to explore the potential of the medium? And how can we help support people to build brands that span multiple media types?

FURTHER PROOF

89% of people trust recommendations from individuals (even if they don't know them) rather than brands.

NIelsen TRUST IN ADVERTISING
GLOBAL STUDY 2021

Shared values drive 64% of brand relationships.



HARVARD BUSINESS REVIEW

Methodology

The data and insights presented in this report are taken from the **Personal Brand Health Check (PBHC)** featured on the Jago website.

We initially launched the PBHC to explore the attitudes and behaviours of business professionals towards branding and to date have had approximately 250 participants.

Alongside the data from the PBHC, we also reviewed anonymised information taken from the EQ assessments, strengths analysis, and goal-setting from the clients that Jago works with to further understand trends and attitudes amongst business professionals.

While we acknowledge there may be some limitations to this study, we believe it provides valuable insights into the current thinking and strategies of business professionals regarding personal branding.

This research offers an advisory perspective and a glimpse into how professionals approach building their personal brand and sheds light on some fascinating findings. We see it as a useful resource for those looking to enhance their personal brand.

HOW WE USED THE DATA

The survey consists of a series of questions across four categories, with respondents ranking themselves on a scale from 1 to 10. We calculated average scores for each category and focused on the top and bottom 10% of respondents for this report.

The data from the EQ assessments is broken into five subscales of:

- Self-Perception
- Self-Expression
- Interpersonal
- Decision Making
- Stress Management

The top strengths exhibited by our own clients (there were many more but these appeared most regularly):

- Strategist
- Achiever
- Ideator
- Futurist
- Activator

And goals were based on three key areas:

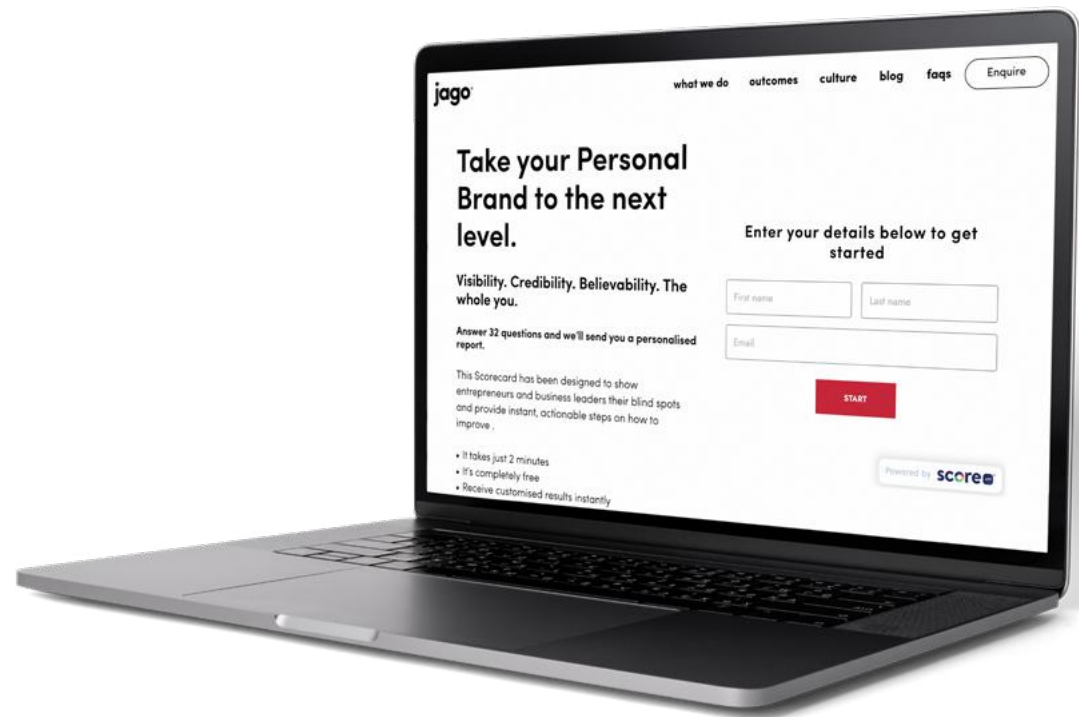
- Commercial
- Personal
- Cultural

Over to you

Take the health check and discover the strengths and weaknesses of your personal brand.

If you're wondering how your personal brand stacks up against our respondents, head on over to our website and take our health check survey.

Put your personal brand through our health check →



Please share this report and join our mission to help 10,000 leaders gain clarity on who they are and the value they bring to the world. For those 10,000 leaders to impact 10,000 more.

We are on a mission to change millions of lives.

Ryan

RYAN O'KEEFFE | CO-FOUNDER



www.wearejago.com



hello@wearejago.com

