

SPEAK TO CONNECT AND GET HEARD



*How to Build a
Communication Brand
That Amplifies Your
Voice and Impact
(3 Key Steps)*

HUME JOHNSON, Ph.D.

SPEAK TO CONNECT & GET HEARD

*How to Build a Communication Brand
That Amplifies Your Voice + Impact*

(3 Key Steps)

Hume Johnson, Ph.D.

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Personal Branding and Self-leadership

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Nation Branding

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This book is dedicated to my mother, **Jane Elizabeth Tucker**,
for her courage in helping me to find and use my voice.

And...

To the career professionals who understand that communication
is the key to success in career, business, and life.

To the readers who recognize that how we connect, listen, and share ideas
shapes the relationships you build and the strength of your team.

Your commitment to improving your communication not only enhances
your own journey but also inspires others to do the same.

Thank you for believing in the power of communication
and the impact it can have.

Here's to speaking to connect and amplifying your
voice to make a greater impact.

ACKNOWLEDGMENTS

Thanks to my partner, Pauly, for your love, encouragement and support.

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MY STORY

Finding My Voice, Building My Communication Brand

Let me start by sharing a personal story. Right here on my desk in my home office, there's a pair of old, slightly scuffed headphones, (a microphone, and an old analog radio).

They're nothing fancy—just a pair of headphones I bought back in March 2001 when I started my career in broadcasting.

But they're not just tools of communication to me.

They're symbols of everything I've overcome, from personal challenges to professional milestones. They remind me of my journey to find my voice—literally and figuratively—and to use that voice to create a meaningful career, and life.

You see, my story didn't start with confidence or ease. In 1999, fresh out of college, I landed my first job at the television arm of Jamaica's Information Service (JISTV) as the host of its flagship program, *Jamaica Magazine*.

Sounds exciting, right? And it was. But it was also terrifying. Despite my training in television journalism, there was a shame I carried with me—a deeply personal one.

I was born with a birth defect: a tumor on my upper lip and a shortened lingual frenulum (a small fold of tissue under the tongue). The lingual frenulum helps to anchor the tongue to the floor of the mouth. It also helps to stabilize the movements of the tongue.

The tongue is one of the most important muscles for speech, eating and swallowing. So, having a shortened lingual frenulum restricted the movement of my tongue which meant I couldn't speak, at least not clearly. In short, I was tongue-tied, literally. This condition made it hard for me to speak clearly.

My incredible mother—who had more determination than resources—knew that without surgery, I might not have been able to speak at all. She also knew that in the Jamaican culture of the 1970s, this meant a grim future. Left untreated, I would be categorized as 'dumb' and relegated to a life of limited opportunities and societal stigma. So, she fought to make sure I got the surgery I needed and the speech therapy that followed.

Physically, I was "fixed." But emotionally, I wasn't there yet. The surgery left my lower lip slightly tilted, and throughout high school, I was teased for my "lean mouth." I carried that shame with me for years. Every time I opened my mouth, I was painfully aware of how I looked and sounded.

But here's the thing: I didn't let it stop me. Slowly but surely, I fought back against that inner voice of self-doubt. I immersed myself in public speaking, joining my high school debate team and becoming valedictorian of my graduating class. Later, in college, I took private voice and speech lessons to polish my delivery. Little by little, I reclaimed my confidence and discovered the power of my voice.

So that pair of headphones? I bought them when I transitioned from television to reading news on radio. Those years were transformative for me. The radio I keep in my office is a symbol of when I first discovered the power and impact

of the human voice by listening to radio announcers when I was 14 years old, and how overcoming shame and self-doubt to amplifying my voice.

My voice became my instrument, my tool, and my greatest asset.

And yes, even now, there are moments when old insecurities bubble up—like the time someone on Facebook commented, “You speak well, but you should get your mouth fixed.”

Hurtful, absolutely. But I didn’t let it silence me. If anything, it strengthened my resolve to use my voice for something bigger.

Why I’m Telling You This

I’m sharing this story because I know how it feels to doubt yourself. To feel like your voice doesn’t matter or that you’re not “good enough” to stand out.

But here’s the truth: Your voice matters. Your story matters. And no matter where you’re starting from, you have the power to build something extraordinary—a communication brand that reflects who you are and amplifies your impact.

When I say “communication brand,” I’m not just talking about how you speak or write. It’s so much bigger than that. Your communication brand is *who you are* and *how you show up*. It’s how you connect with people, share your ideas, and make an impression—whether in person, on paper, or online.

Here’s to speaking to connect and to be heard.

INTRODUCTION

Why Communication Matters More Than Ever

In today's interconnected world, communication is more than a nice-to-have skill. It's the key to unlocking opportunities, building relationships, and achieving your goals. Whether you're a student, a professional, or an entrepreneur, your ability to connect with others can make all the difference.

A strong communication brand helps you:

- **Stand Out:** In a noisy, competitive world, a distinctive communication style makes you memorable.
- **Build Trust:** People are drawn to authenticity and clarity. A strong communication brand builds both.
- **Inspire Connection:** When your message resonates, it engages hearts and minds.
- **Achieve Your Goals:** Whether you're pitching an idea, leading a team, or growing a business, effective communication is your superpower.

What You'll Learn in This Book

This book isn't about giving you a cookie-cutter formula. It's about helping you discover and refine your *unique* communication presence. Together, we'll explore how to:

- Identify your authentic voice.
- Build confidence in how you express yourself.
- Use your communication skills to stand out, build influence, and make an impact.

Along the way, I'll share practical tips, personal insights, and exercises to help you apply what you're learning. My hope is that this book becomes your guide—not just to better communication, but to a more confident, empowered version of yourself.

You're Not Alone

If you've ever felt unsure about your voice, your message, or your ability to make an impact, know this: You're not alone. I've been there.

And I know that with the right tools, a little courage, and a commitment to show up as your authentic self, you can transform the way you communicate—and the way you show up in the world.

Let's begin this journey together. It's time to embrace your voice, craft your communication brand, and unlock the full potential of who you are.

In 3 key steps.

STEP 1:

**Identify Your
Communication
Strengths and
Weaknesses**

STEP 1

How to Identify Your Communication Strengths and Weaknesses

Ever feel like you're lost in translation, even when you're speaking your own language? We've all been there. Before embarking on the journey of building your communication brand, it's crucial to take stock of your existing communication skills. This starts with understanding how you communicate right now.

Think of it as a journey of self-discovery. This self-awareness forms the foundation for developing a truly authentic and effective communication style. Before you can refine your communication style, you need to know your starting point.

What are your natural strengths? What areas could use a little polish? This self-awareness is about more than just "talking better." It's about:

- **Finding your voice:** Uncovering your authentic communication style, the one that feels true to you.
- **Connecting deeply:** Understanding how others perceive your communication and adapting to build stronger relationships.
- **Boosting your confidence:** Knowing your strengths and weaknesses empowers you to communicate with greater ease and impact.

By taking the time to reflect on how you communicate, you'll gain valuable insights that will help you connect with others more effectively. Let's dive into it.

1.1 Honest Self-Assessment: Understanding Your Communication Style

Reflective Questions:

Take some time to answer the following questions. Be as honest and detailed as possible:

1. What are my natural communication strengths?

- Give reasons for your responses.
- Examples:
 - Do I excel at storytelling?
 - Am I a persuasive speaker?
 - Do I write with clarity and conciseness?

2. What are my communication weaknesses?

- Examples:
 - Do I struggle with public speaking?
 - Am I prone to rambling in written communication?
 - Do I find it difficult to express my ideas concisely?

3. What communication styles do I admire?

- Identify role models who embody the communication traits you value. Provide reasons they are your communication role models.
- Role Model 1: _____
 - Why they inspire me: _____
- Role Model 2: _____
 - Why they inspire me: _____

- Role Model 3: _____
 - Why they inspire me: _____

4. How do I want others to perceive my communication?

- Consider the impression you want to make and the impact you want to have.

Additional Questions:

- How do you typically express yourself? Are you direct or indirect? Formal or informal?
- What are your go-to communication methods? Do you prefer writing, speaking, or visual communication?
- How do you respond to different communication styles? Are you patient with those who communicate differently than you?

Write your responses below:

My Reflections:

Strengths: _____

Weaknesses: _____

Admired Communication Styles: _____

Desired Perception: _____

1.2 Seek External Feedback

While self-reflection is essential, it's equally important to seek feedback from others. Reach out to trusted colleagues, mentors, friends, and family members and ask them for honest feedback on your communication style.

Questions to Ask:

1. How do you perceive my communication strengths and weaknesses?
2. What impression do I make when I speak or write?
3. What areas do you think I could improve?

Record their responses below:

Feedback Notes:

1. _____
2. _____
3. _____

1.3 Conduct a Communication Audit

To gain a comprehensive understanding of your communication habits, conduct a communication audit. This involves reviewing various samples of your communication, such as:

- **Written communication:** Emails, reports, presentations, social media posts
- **Verbal communication:** Recordings of presentations, meetings, or phone calls
- **Nonverbal communication:** Observe your body language and facial expressions in different situations.

Steps:

1. Gather 3-5 examples of your written communication (emails, social media posts, etc.).
2. Review recordings of your verbal communication (meetings, presentations, etc.).
3. Reflect on your nonverbal communication (body language, tone of voice).

Analyze for Patterns:

- Are your messages clear and concise?
- Do your tone and body language align with your words?
- Are there recurring strengths or weaknesses?

Write down your findings:

Audit Notes:

- Written Communication: _____
- Verbal Communication: _____
- Nonverbal Communication: _____

Conclusion

Now that you have taken stock of your communication strengths and weaknesses, you'll gain a clear understanding of areas for improvement. This foundation will help you build a communication style that is both authentic and effective. It's time to dive deeper into uncovering what makes your communication style unique. This next chapter will guide you through the process of understanding your individuality as a communicator, helping you leverage your distinct traits to stand out and connect more effectively with others. Through reflection, exercises, and examples, you'll learn how to craft a communication style that is authentically yours.

TESTIMONIAL



“When I needed to elevate my communication skills and executive presence, I turned to Dr. Johnson. Her transformative coaching gave me the confidence and skills to thrive in my industry. I learned to communicate with clarity, own my unique style, and command attention in the boardroom through being my authentic self and using a conversational, dialogue style” - **Andrea Williams, Vice President of Operations, Urgent Care, CT.**

STEP 2:

**Develop Your
Unique
Communication
Style**

STEP 2:

How to Develop Your Unique Communication Style

Your communication style is how you express yourself—the words you choose, your tone, body language, and even the pauses you take. It's uniquely you, shaped by your personality, values, and life experiences.

Taking the time to develop your own style matters because it helps you show up authentically and connect with others in a genuine way.

When you communicate in a way that feels true to who you are, people notice—and they trust you more. In a busy, competitive world, your unique style is what makes you memorable and helps your message stick.

Embrace it—it's your greatest asset!

2.1 Embrace Your Authentic Self

The foundation of any strong communication brand is authenticity. Be true to yourself, your values, and your personality. Don't try to imitate someone else's style. Instead, focus on expressing yourself in a way that feels genuine and natural.

Reflective Questions:

1. What three words best describe your personality?

- Word 1: _____
- Word 2: _____
- Word 3: _____

2. What are your core values? Name three things you believe in or stand for.

- Value 1: _____
- Value 2: _____
- Value 3: _____

Reflections on Authenticity:

- My Personality Traits: _____
- My Core Values: _____

2.2 Know Your Audience

Let's face it: communication isn't about you—it's about them, your audience. Effective communication is always audience-centered. In other words, to be truly effective as a communicator, it is crucial to start with understanding your audience. Who are they? What do they care about? What do they need from you in this moment?

When you take the time to shift your focus from what you want to say to what your audience needs to hear, everything changes. You'll connect more deeply, your message will resonate, and you'll build trust in a way that feels natural and authentic.

Remember, great communicators are great listeners first—they understand that connection always starts with empathy. Consider who you are trying to reach and tailor your communication style accordingly.

Questions to Explore:

1. What are their interests and needs?

○

2. What kind of language do they use?

○

3. What communication channels do they prefer?

○

Audience Insights:

- Interests and Needs: _____
- Language Preferences: _____
- Preferred Channels: _____

2.3 Choose Your Communication Channels

In today's digital world, we're spoiled for choice when it comes to communication channels—emails, social media, video calls, text messages, and more. But here's the thing: not every channel fits every situation or audience.

Take a moment to think about where your audience feels most comfortable and how you can show up authentically. Maybe you thrive in face-to-face Zoom calls, or perhaps you shine through a well-crafted email or a vibrant Instagram post.

The key is to choose the channels that let your unique communication style come through while also meeting your audience where they are. When you align your message with the right medium, connection becomes effortless.

Examples:

- **Verbal:** Public speaking, presentations, meetings, phone calls, video conferencing
- **Written:** Emails, reports, articles, blog posts, social media updates
- **Visual:** Infographics, videos, presentations

List the channels you plan to use and why:

Chosen Channels:

1. **Channel:** _____
○ **Why:** _____
2. **Channel:** _____
○ **Why:** _____
3. **Channel:** _____
○ **Why:** _____

2.4 Craft a Consistent Message and Voice

Consistency is the foundation of a strong communication brand. It's about staying true to a clear and concise message that reflects your core values and expertise.

When your voice is consistent—whether you're drafting a formal report, chatting in a meeting, or posting on social media—it builds trust and recognition. People know what to expect from you, and that reliability makes your message more impactful.

Inconsistent communication, on the other hand, can confuse your audience and dilute your credibility. Think of consistency as the glue that holds your brand together—it's what helps you stand out and stay memorable in a crowded world.

Reflective Questions:

1. What is your core message?

○

2. How do you want your voice to come across (e.g., professional, approachable, humorous)?

○

Message and Voice Plan:

- Core Message: _____
- Desired Voice: _____

2.5 Communicate to Connect with Storytelling

Have you ever listened to someone tell a captivating story, and it just stuck with you? Maybe it made you laugh, maybe it made you think, but either way, you remembered it. That's the power of storytelling!

When you share your own experiences – the struggles, the triumphs, the lessons learned – it helps people connect with you on a human level. Suddenly, you're not just a brand, you're a real person with real experiences, and that makes your message so much more powerful and memorable.

So, don't be afraid to let your story shine through! It's a fantastic way to build trust and create lasting connections with your audience. Draw on your own story and experiences to build meaningful connections with your audience. Stories make your message memorable and relatable.

Exercise:

1. Write about a personal experience that reflects your core values or message:

○

2. How does this story connect with your audience?

○

Storytelling Notes:

- My Story: _____
- Audience Connection: _____

2.6 Refine Your Nonverbal Communication

Nonverbal cues play a significant role in how your message is perceived. Nonverbal cues are like the unspoken language of communication—they can amplify your message or completely change how it's received.

Your tone of voice, facial expressions, posture, and even the amount of eye contact you make all send signals about your emotions and intentions. Sometimes, it's not just what you say but how you say it that leaves a lasting impression.

Being mindful of these cues helps ensure your message aligns with what you truly want to convey, building trust and connection with your audience. Remember, your actions often speak louder than your words!

Pay attention to your:

- **Body language:** Posture, gestures, eye contact
- **Facial expressions:** Smile, frown, raised eyebrows
- **Tone of voice:** Pitch, volume, pace

Reflective Questions:

1. What nonverbal habits do I want to improve?
☐
2. How can I align my nonverbal communication with my message?
☐

Nonverbal Communication Plan:

- Habits to Improve: _____
- Alignment with Message: _____

By embracing your authentic self, knowing your audience, choosing the right channels, and refining both your verbal and nonverbal communication, you can develop a unique style that leaves a lasting impression. In the next chapter, we will explore how to harness these skills to make the greatest impact, whether you're leading a team, delivering a speech, or navigating everyday conversations.

TESTIMONIAL



“It’s a story every time you speak. Dr. Hume Johnson helped me craft the technique I now use. Her media and communication training guides you to thoughtfully articulate responses that are true to your beliefs” - **Theresa Agonia-Matos, former deputy chief of staff and communication director for Mayor of Providence.**

STEP 3:

**Leverage Your
Communication
Skills for Maximum
Impact**

STEP 3

Leverage Your Communication Skills for Maximum Impact

Having developed your unique communication style, it's time to put it into action and leverage your skills to achieve your goals. This chapter provides actionable exercises to ensure you use your communication skills effectively in various contexts.

3.1 Network and Build Relationships

Effective communication is at the heart of every strong relationship. It's not just about exchanging words—it's about truly listening, understanding, and responding with care. When you communicate with authenticity and clarity, you create opportunities to build trust, strengthen bonds, and expand your network.

Every conversation, whether big or small, is a chance to deepen connections and leave a positive impression. It's through these meaningful interactions that relationships thrive and grow.

Exercises:

1. **Identify Key Contacts:** List three people you want to connect with professionally or personally. For each person, note one reason you admire them and one way you can reach out.

Example:

Name: Jane Doe

- **Reason:** Expert in marketing strategy
- **How to connect:** Comment on her recent LinkedIn post about branding.

2. **Your Contacts:**

- **Name:** ...
 - **Reason:** ...
 - **How to connect:** ...

3. **Active Listening Practice:** Engage in a 5-minute conversation with someone. Focus entirely on listening and summarizing what they've said. Reflect on the experience:

- What did you learn?
- How did active listening change the conversation?

4. **Your Notes:** ...

5. **Find Common Ground:** Think of a recent conversation. Identify one shared interest or value you discovered with the other person and describe how it strengthened your connection.

Reflection:

3.2 Speak Confidently in Public

Public speaking is one of the most powerful tools you have to influence and inspire others. When you step in front of an audience, you're not just sharing information—you're creating a connection, telling a story, and igniting action. Your words, tone, and presence can shape opinions, spark ideas, and even change lives. It's not about being perfect; it's about being authentic and passionate. When you speak from the heart, people listen—and that's where real impact begins.

Exercises:

1. **Practice Your Introduction:** Write a 1-minute introduction about yourself for a professional setting. Record and review your delivery for clarity and confidence.

Your Introduction: ...

2. **Overcome Nervousness:** Write down three common fears you have about public speaking. For each, list one strategy to address it (e.g., deep breathing, visualization, practice).

Your Fears and Strategies:

- Fear: ...
 - Strategy: ...

3. **Engage Your Audience:** Prepare a short 3-minute talk on a topic you're passionate about. Include one story, one statistic, and one call to action. Practice delivering it with enthusiasm.

Your Talk Outline:

- Topic: ...
- Story: ...
- Statistic: ...
- Call to Action: ...

3.3 Write Compelling Content

Strong writing skills are like having a megaphone for your ideas—they help you express yourself clearly, connect with your audience, and make your message stand out. Whether you're drafting an email, creating a report, or posting on social media, the way you write can influence how others see you and how your ideas are received. Good writing doesn't have to be perfect; it just needs to be authentic and purposeful. When you communicate with clarity and confidence, you're more likely to achieve your goals and leave a lasting impression.

Exercises:

1. **Define Your Purpose:** Choose a recent piece of writing (email, report, etc.) and identify its main goal. Reflect on whether it achieved its purpose and why.

Your Reflections:

- Goal: ...
- Outcome: ...
- Improvement: ...

2. **Revise for Clarity:** Rewrite a paragraph of text from your past work to make it clearer and more concise. Share the before and after versions.

Before: ...

After: ...

3. **Craft a Hook:** Write an engaging opening sentence for an email, article, or blog post that grabs attention immediately.

Your Hook: ...

3.4 Use Social Media Effectively

Social media platforms are a fantastic way to connect with your audience and share your unique voice with the world. They give you the opportunity to engage directly with people, build meaningful relationships, and showcase your personal brand in a way that feels authentic.

Whether you're sharing insights, starting conversations, or simply showing up as yourself, social media helps you build a presence that resonates with others. It's all about consistency, authenticity, and offering value.

When you use these platforms thoughtfully, they become a powerful tool for strengthening your connections and expanding your reach.

Exercises:

- 1. Audit Your Profiles:** Review your social media profiles. Identify one area to improve (e.g., updating your bio, professional photos, or engaging content).

Your Notes:

- Platform: ...
- Improvement: ...

- 2. Plan a Week of Posts:** Outline a week's worth of social media posts focused on your expertise or interests. Include one post idea for each day.

Your Plan:

- Monday: ...
- Tuesday: ...
- Wednesday: ...
- Thursday: ...
- Friday: ...

- 3. Engage Thoughtfully:** Choose three posts from your network to comment on meaningfully. Note the post and your planned comment.

Your Comments:

- Post: ...
 - Comment: ...

3.5 Manage Your Virtual Presence

Your online presence is like a digital version of yourself, so it's important to maintain a consistent and professional image across all platforms. Just as you would dress thoughtfully for a meeting or carefully craft a message in person, your online interactions should reflect the same care and authenticity.

Whether you're posting on LinkedIn, commenting on Twitter and Bluesky, or sharing photos on Instagram, each interaction shapes how others perceive you. By staying consistent in your tone, values, and approach, you build a personal brand that's reliable and true to who you are.

Exercises:

- 1. Google Yourself:** Search your name online and evaluate the results. Are they aligned with the image you want to project? List three actions to enhance your online presence.

Your Actions:

- Action 1: ...
- Action 2: ...
- Action 3: ...

- 2. Create a Personal Brand Statement:** Write a one-sentence statement that encapsulates who you are and what you offer.

Your Statement: ...

3. Plan Your Content Strategy: Develop a monthly content calendar for your professional profile. Include a mix of posts, such as educational, inspirational, and conversational.

Your Calendar:

- Week 1: ...
- Week 2: ...
- Week 3: ...
- Week 4: ...

By applying these exercises, you can harness the full potential of your communication skills to build connections, inspire others, and achieve your goals. With consistent practice and a strategic approach, you'll maximize your impact in every interaction.

TESTIMONIAL



“The experience of working with Dr. Johnson on my brand story was more than I expected. I received expert facilitation in discovering my voice in my industry and guidance for my strategic communications going forward. “Expertise isn’t what you know,” she said once, “it’s what you share.” Thanks to Dr. Johnson, I know just what to say and

how to say it going forward. I highly recommend you work with this amazing communications professional and branding strategist - **Janelle Benjamin, CEO of All Things Equitable, Canada.**

BONUS STEP:

**Investing in
Yourself + Your
Career**

BONUS STEP

Invest in Yourself and Your Career

As you've learned throughout this guide, building a strong communication brand is an ongoing journey that requires self-awareness, dedication, and practice. This chapter will focus on how to take actionable steps to invest in your communication skills and, by extension, your personal and professional growth.

By intentionally developing your communication skills, you can:

- Unlock your full potential.
- Achieve your career goals.
- Make a lasting impact on the world.

4.1 Set Clear Goals for Personal and Professional Growth

Investing in yourself starts with taking the time to figure out where you want to go. It's about understanding what truly matters to you—whether it's personal growth, career success, or building meaningful connections. It is crucial to set clear goals that reflect your own personal values.

When your goals align with your aspirations and your core values, you create a roadmap that not only motivates you but also guides your decisions along the way.

It's not about rushing the process, but taking intentional steps towards the future you envision for yourself. The more aligned you are with your purpose, the more empowered you'll feel to make it happen.

Exercise:

1. Define Your Goals: Write down three specific, measurable goals for your personal or professional development.

- Goal 1: _____
- Goal 2: _____
- Goal 3: _____

2. Align Your Goals with Communication Skills: For each goal, identify how improved communication can help you achieve it.

- Goal 1 Alignment: _____
- Goal 2 Alignment: _____
- Goal 3 Alignment: _____

4.2 Prioritize Continuous Learning

Strong communicators know that the learning never stops. They're always looking for ways to grow, whether it's through reading books, taking courses, attending workshops, or simply practicing in real-life situations.

The more you invest in improving your communication skills, the more confident and effective you become. It's not about being perfect; it's about being open to learning, adapting, and refining your approach over time.

Each experience is an opportunity to grow, and the commitment to continuous learning helps you become the best communicator you can be.

Exercise:

1. Identify Learning Opportunities: List three resources or programs that can help you develop your communication skills (e.g., public speaking courses, writing workshops, mentorship opportunities).

- Resource 1: _____
- Resource 2: _____
- Resource 3: _____

2. Create a Learning Plan: Outline a timeline for engaging with these resources.

- Month 1: _____
- Month 2: _____
- Month 3: _____

4.3 Build a Support Network

Surrounding yourself with people who inspire and challenge you is one of the best ways to grow. Your network is more than a group of contacts. It's a source of valuable feedback, new opportunities, and encouragement when you need it most.

These are the people who push you to think bigger, reach higher, and step out of your comfort zone. They celebrate your wins, help you navigate the tough times, and remind you of your potential.

By connecting with individuals who elevate you, you create an environment that nurtures both personal and professional growth.

Exercise:

1. List Your Support Network: Identify three individuals who can help you grow your communication skills.

- Person 1: _____
- Person 2: _____
- Person 3: _____

2. Plan to Connect: Schedule a time to reach out to these individuals for advice or feedback.

- Person 1 Connection Plan: _____
- Person 2 Connection Plan: _____
- Person 3 Connection Plan: _____

4.4 Measure Your Progress

Tracking your growth is a great way to stay motivated and focused on your journey. When you celebrate your milestones, no matter how big or small, you acknowledge how far you've come, which keeps your energy high.

Reflecting on your progress helps you see the lessons learned and areas where you've improved, and it's a great way to stay grounded. When things don't go as planned, it's okay to adjust your approach.

The key is to keep moving forward with intention, knowing that every step, even the setbacks, is part of your growth.

Exercise:

1. Create a Progress Tracker: Design a system to monitor your communication goals (e.g., a journal, spreadsheet, or app).

- Method: _____

2. Set Milestones: Identify specific achievements to celebrate along the way.

- Milestone 1: _____
- Milestone 2: _____
- Milestone 3: _____

FINAL THOUGHTS

Elevate Your Career Through Communication

As we conclude this journey, remember that building a strong communication brand is more than just a professional skill—it's a personal commitment to growth, authenticity, and impact. Here are the key takeaways to guide you:

1. **Be Authentic:** Let your true personality shine through in every interaction.
2. **Know Your Audience:** Tailor your style to resonate with those you want to reach.
3. **Practice Consistently:** Strengthen your skills through regular use and reflection.
4. **Seek Feedback:** Continuously improve by listening to others.

Your communication brand is a powerful tool for achieving your dreams and influencing the world around you. As you move forward:

- Craft your voice.
- Share your message.
- Make a difference.

Now that you understand the importance of building a communication brand, how will you build yours?

If you're ready to accelerate your career and enhance your communication skills, explore our training programs at www.humejohnson.com to unlock your full potential.

By investing in yourself today, you can create a future filled with purpose and success.

TESTIMONIAL



“Dr. Hume Johnson’s pedagogy is phenomenal. She specializes in getting people to understand their value, connect that value to business imperatives and prepares you to effectively communicate that value. Her methodology equips you with systematic and repeatable techniques, most of which I have incorporated into my day-to-day activities”. - **Shawn Daniel, Senior Manager, Information Technology, Exelon Corporation.**

About The Author



Dr. Hume Johnson is a brand-centered leadership coach and associate professor of communication at Roger Williams University, RI.

She works with individuals, organizational teams and small entrepreneurs to unlock their personal brand so that they can stand out as trusted experts and industry leaders, and achieve their career or business goals.

A former broadcast journalist and political speechwriter with the Government of Jamaica, with over 20 years of experience as a practitioner academic, Dr. Johnson is an expert on personal branding, leadership development and strategic communication.

She serves clients across several industries, including business, politics, healthcare, academia, and non-profit sector.

Dr. Johnson is the author of 3 books, including the popular personal branding guide, *[Brand YOU: Reinvent Yourself, Redefine Your Future](#)*, now a featured text in two MBA programs in strategic leadership.

Learn more at www.humejohnson.com