## **Paying Attention Humanizes Your Brand**

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"A human moment occurs anytime two or more people are together, paying attention to one another." Scott Peck

These words of celebrated author, Scott Peck prompted me to write this post to launch my new blog *Image and Brand Builder*. Paying attention may seem like a small act but it is packed with the power to add influence and create positive impressions through responsive and responsible behavior. Regardless of who we encounter in our daily lives, paying attention is about looking beyond the immediate surroundings and being fully aware of the situation around you. It speaks to being present and fully connected or engaged with those in our presence. Paying attention is an opportunity to humanize personal branding by giving our full attention and acting responsibly.

When we pay full attention instead of choosing not to be responsive, we can have a relational experience with people around us in meaningful ways. Life is relational and our experiences can be internalized or externalized. We know that self reflection is an essential step in the personal branding process not only to uncover our dreams, goals and values but it also serves to sharpen our perception as we see thing is a new way. Consequently we can see new things in old, beauty in the ugly and new opportunity where there was previously none. Paying attention gives us a chance to be considerate and to act responsibly and ethically to do the right thing. It elevates our lives by helping us focus on the needs of others. By giving our attention, we can add personal influence and bring added value to our connections, networks and community as we move beyond rote or robotic words and actions in the world of the familiar. The net result is that it creates a positive impression of our image and personal brand as we elevate others by showing them that they are worthy of our full attention.

## Six ways to build your personal brand by paying attention

- 1. Put away cell phones when dining with family, friends or colleagues
- 2. Lean forward and fully engage in conversation with a friend who needs your help
- 3. Make eye contact with a service person and show your appreciation in a meaningful way
- 4. Give your reassurance to a colleague who is struggling with a difficult work or family issue
- 5. Hold the door as someone approaches from behind
- 6. Visit a neighbor you haven't seen In a while to see how they are doing

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