

What are you known for? Tips on building your personal brand

Fiona Nolan, Chief Marketing Officer, CommScope



A brand is more than a name, logo and tagline. It's a company's reputation and how its customers and the market experiences its products, service and employees.

Your *personal* brand is the key to your career. In a time where there is so much industry change and consolidation, cultivating your own brand is so important to unlocking success in your career.

Last year, CommScope acquired ARRIS and Ruckus Networks, creating a world leader in wired and wireless communications technology. We are a global company with nearly 30,000 employees and 10,000 partners, supporting customers in 150 countries. Over the past several months, we've combined an incredible amount of talent, technology, and expertise on a global scale, and that's challenged us to reimagine our brand.

To do this, we've not only looked outward to envision pushing the boundaries of technology to create the world's most advanced networks, but also inward, at the values that guide our company, our purpose and reason for being, and at the incredible diversity of talent that allows us to be a force for progress around the globe.

The way we brand at CommScope is the result of a very particular and concerted effort. We work hard to ensure that the way our customers, partners, employees, and the rest of the world experience CommScope is truly reflective of our market leadership, our many talents, and our vision for the future. The result is customers who trust us, partners who respect us, employees who are loyal to us – and a world full of opportunities.

The same holds true for personal branding: Great personal brands pave the way for great opportunities.

I have worked many jobs and had many bosses. And through this diversity of experience, managing the expectations of many different people, I cultivated a resiliency and appreciation for challenging work and demanding bosses.

Sometimes, the most adverse situations – which at the time feel awful – become the ones that show you who you are, that allow other people recognize who you can be, and that propel you further ahead in your career.

My advice for building your brand is this: **Decide what you want to be known for.** Be the best you can be today. And in doing so, you'll be preparing for what's next. We all own shaping our personal brand. And our brand, in turn, will command our ability to influence and persuade.

Your personal brand has to do with how people experience you. Every interaction sends a message, and every interaction matters. The more that people trust and have confidence in you, the more likely they are to listen to you and take action based on what you say.

Here's my advice for building your personal brand:

- 1.) Learn to listen. Ask powerful questions to truly understand other people and their point of view. Seek feedback regularly, and be open to change.
- 2.) Make sure you're aware of your own brand, and that it reflects accurately on you and the message you want to portray. Never underestimate the importance of your relationships with your bosses and with your peers—they form your reputation. And don't forget to be consistent—up, down, and across the organization.
- 3.) Keep improving on your personal journey, and always be true to yourself and your values—they guide your brand.

Finally: Always be yourself, because everyone else is taken.

With an eye toward intentionally cultivating *your own brand*, you can begin the process of changing the way you work with others to reflect the best parts of yourself.

Fiona Nolan is Chief Marketing Officer for CommScope, a global leader in infrastructure solutions for communications networks. Her role is to lead the global marketing organization in building the image of CommScope as a world-leading telecommunications player at the forefront of shaping infrastructure, products and solutions. Fiona's team is focused on inspiring people to prefer, choose and advocate CommScope. She is responsible for positioning the company's growth strategy, cultivating opportunities in new and existing customer markets and growing demand for CommScope's solutions globally.

In 2017, Fiona led CommScope's new brand identity launch and played a key role in CommScope winning the SiriusDecisions' 'Program of the Year' award, based on marketing's impact on the customer journey. ExecRank named Fiona as a "Top Chief Marketing Officer" in 2015, given her ability to grow the company's brand recognition and deliver increased sales results.