



# Developing your

SCOTTISH POLICE  
AUTHORITY



**POLICE**  
**SCOTLAND**  
Keeping people safe  
**POILEAS ALBA**



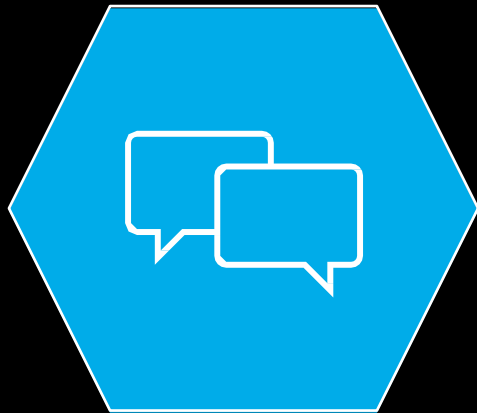
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# Personal Brand

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# Getting the most from the session

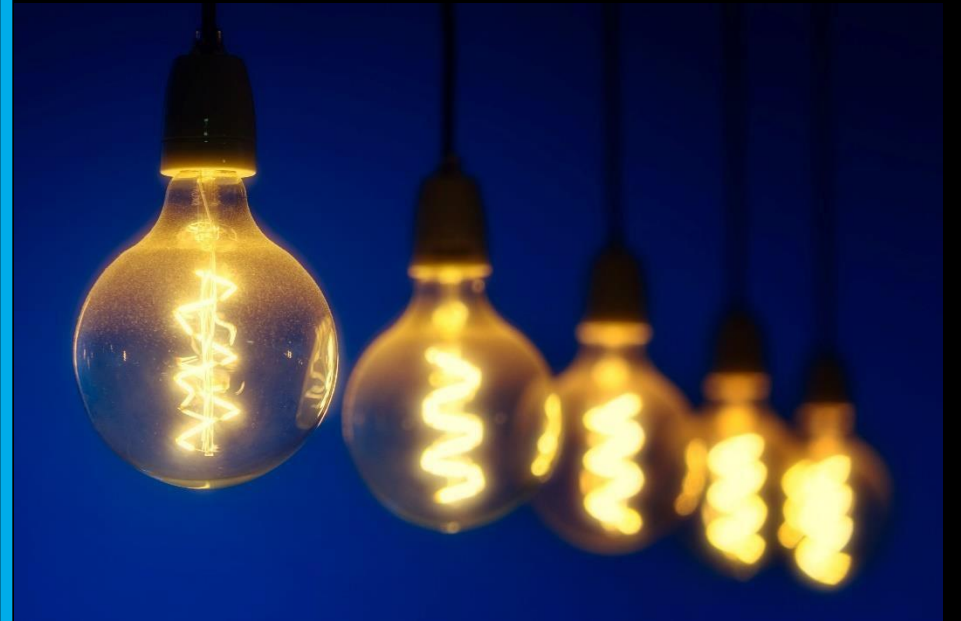
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# Learning Outcomes

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1. Identify your own personal motivators and why you do the job you do
2. Discuss the impact of having a positive brand and the actions you can take to define yours
3. List the things you want to be known for and the actions you are going to



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**For this session  
to be worthwhile  
I would like...**





**Personal  
motivators**

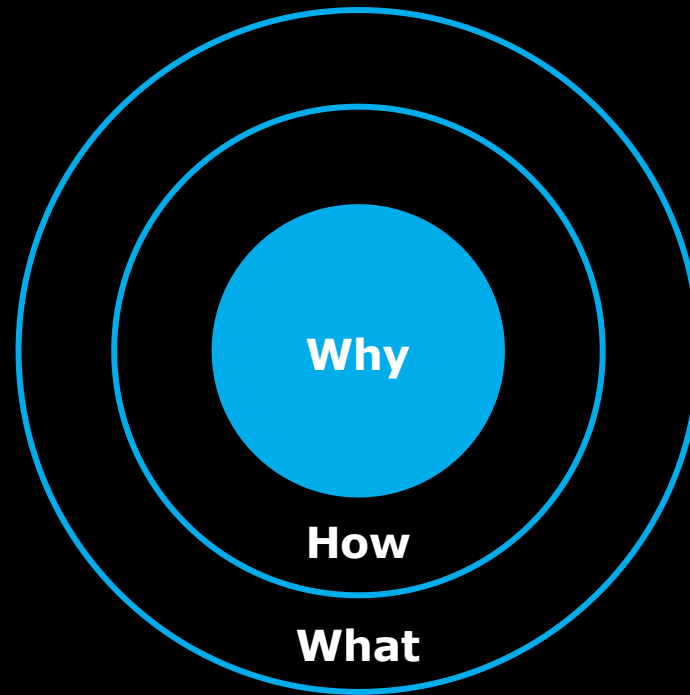
# Personal activity: what's your 'why'?

Take a piece of paper and capture:

- Why you do the job you do?
- What makes you proud?
- What are your key values?

Once completed share in the chat box;

- One of the reasons you do the job you do



## **Why – your purpose**

What is your cause? What do you believe in?

## **How – your process**

Specific actions you take to realise your why.

## **What – your outcome**

What do you do? The result of why; your proof.



# What's your 'why'?

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Role model for  
our children

Need a sense of  
purpose

**Equality**

**Fairness**

**Empathy**

**People feel  
valued**

Making a  
difference

**Laughter**

**Honesty**

Love finding  
ways to add  
value

Enjoy  
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chall

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the status quo for positive  
growth

**Why**

**People feel Included**

**Kindness**

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# Reflection questions

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Do your colleagues, team, and manager  
know this about you?

Do you know your team's why(s)?

# Why is it important to think about this?

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## **Good reminder to**

- Be yourself (authentic)
- Keeps you focussed
- Drives your behaviour

## **As a leader or role model it supports you to;**

- Tap into personal motivators of your team
- Supports you to build trust and understanding
- Support the team in achieving personal goals & a sense of well-being

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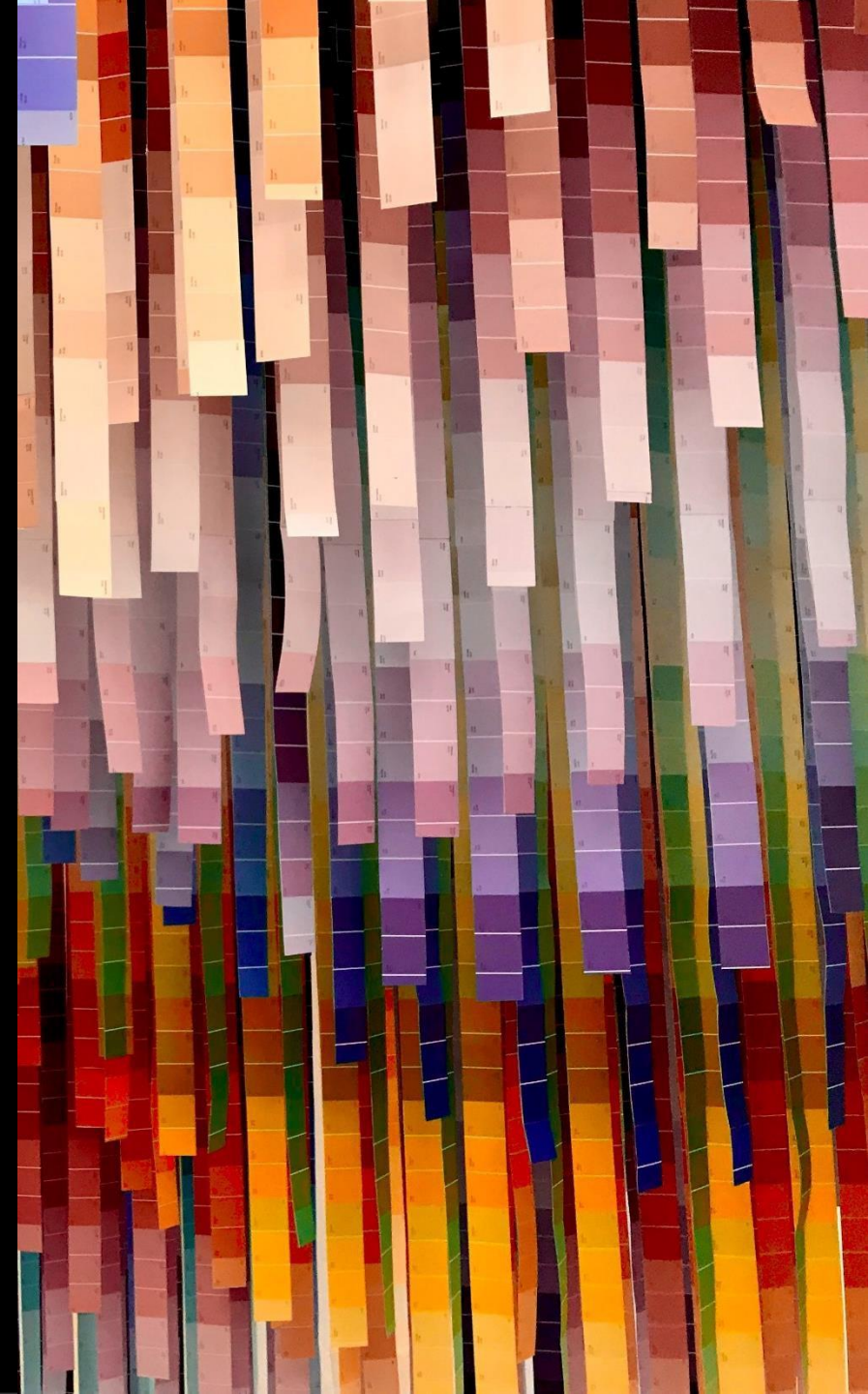
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# Tips to figuring out your 'why'

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- **Identify the times when you were happiest**
  - What were you doing?
  - Were you with other people? Who?
  - What other factors contributed to your happiness?
- **Identify the times when you were most proud**
  - Why were you proud?
  - Did other people share your pride? Who?
  - What other factors contributed to your feelings of pride

**What does the  
term “Brand”  
mean to you?**



# Personal brand

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It is **who you are, what you stand for, the values you embrace,** and the way in which you **express those values.**

Just as a company's brand helps to communicate its value to customers and stand out from the competition.

A personal brand does the same for individuals, helping to

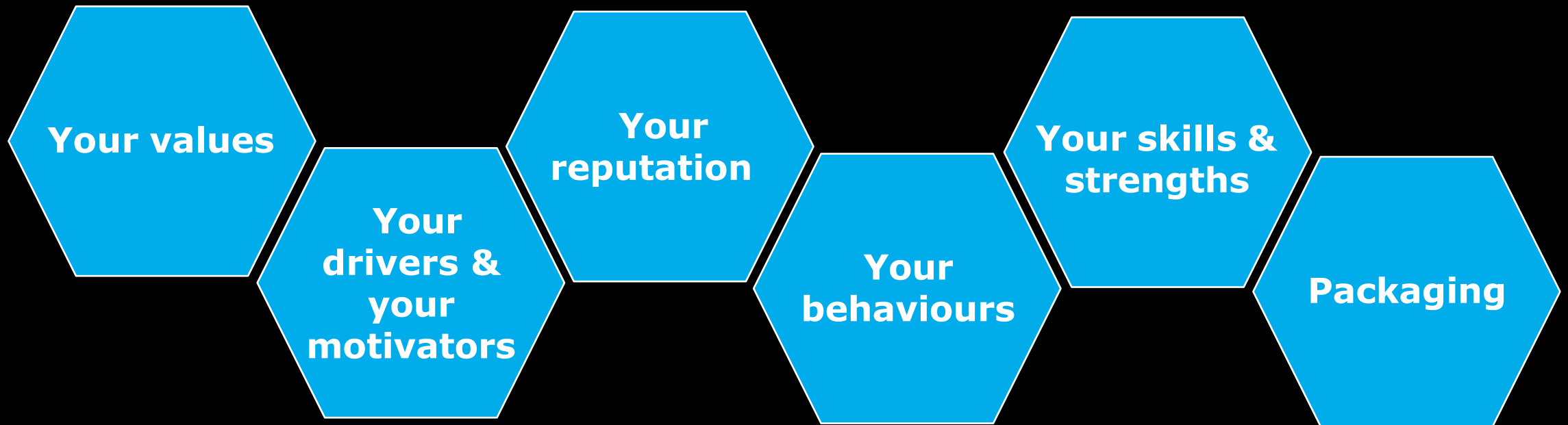


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# Defining your brand

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# Activity

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Take two minutes and list:

- One **organisation** or **person** who you feel has a **positive** brand & why
- One **organisation** or **person** who you feel has a **negative** brand & why

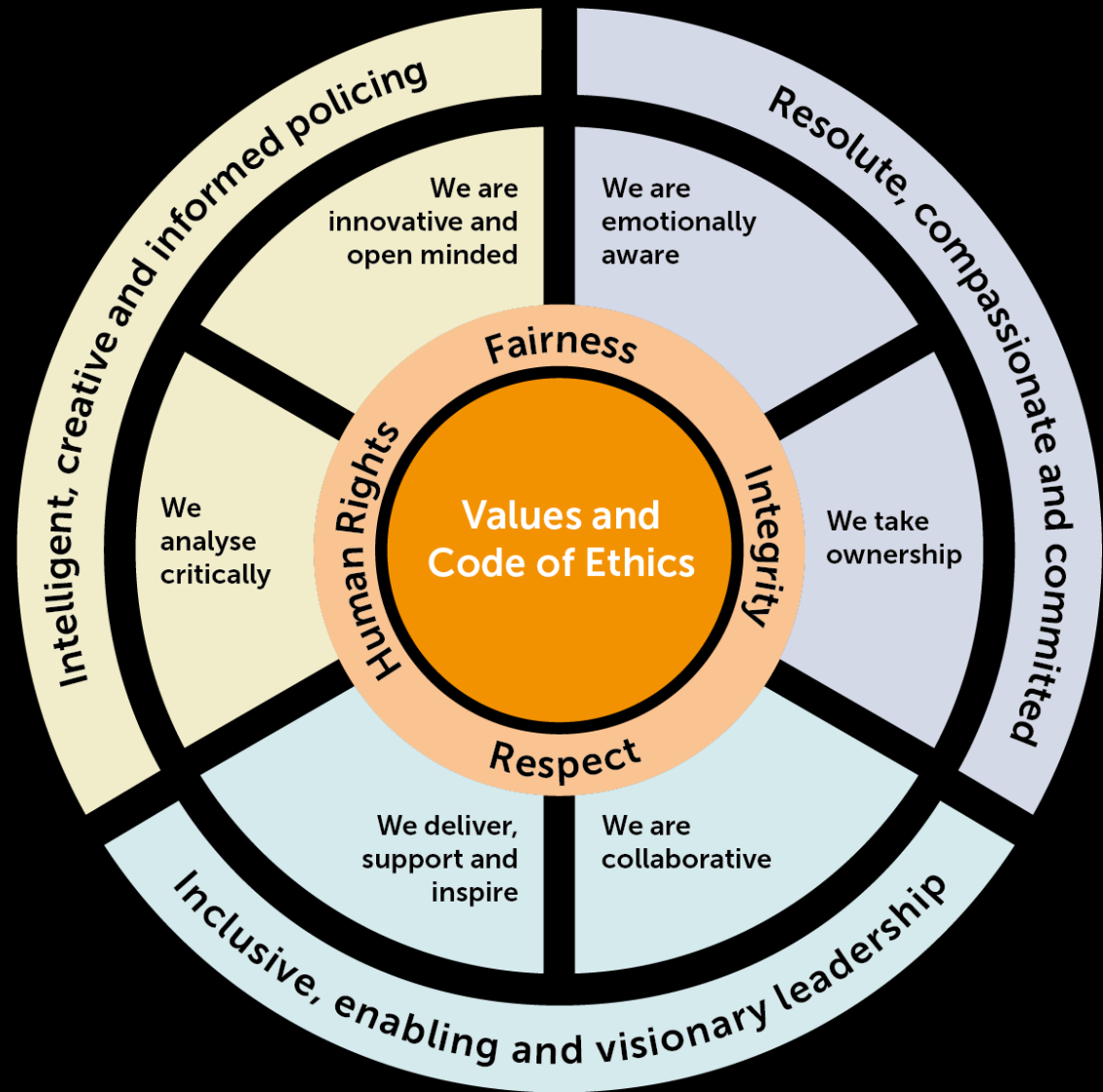
Once you have completed share one



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# What is Police Scotland known for?



# Benefits of a positive brand

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- Be known for the right reasons
- Creating first impressions
- Supports career aspirations
- Delivers effective leadership
- Builds trust and respect
- Provides development opportunities
- Seen as an expert in your field
- Being authentic and matching your values



## **Activity:** **The shadow you cast**

Think of someone you have worked with in the past who you would describe as inspirational and/or a great role model:

- What was it they did that made them stand out from the rest?

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# Reflection question

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If I were to ask one of your colleagues or people who have worked with you now and in the past the same question:

“Name a person who you’ve found inspirational or a great role model”.

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“People may forget what you **said**,  
people may forget what you **did**,

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**never forget how you made them feel**

*- Maya Angelou*

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# Actions you can take...

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- Feedback, know how others see you
- Have a focus/goal
- Be genuine
- Do good work
- Be known for something, what's your superpower
- Create band supporters
- Share your voice with influencers
- Promote yourself and others (networking)
- Understand your tribe is your vibe

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**What do you  
want to be  
known for?**



# What do you want to be known for?

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I want to be known for my **Personal Integrity**, because I believe it's important for my team to trust my decision making and understand my positive intent.

## What I will do:

- I'll be honest and treat people well/fairly
- I'll praise other people's contributions
- I will make clear, transparent & fair decisions
- I will role model the behaviours I ask of my team
- I'll be there for my team to talk if they need me and never share what I've been told inappropriately



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# Activity

**What do you want to be known for?**

Create your action plan, write down:

1. Three things you would like to be known for
2. What & how you will achieve this?
3. Why this is important to you?

**YOUR BELIEFS DON'T  
MAKE YOU A BETTER  
PERSON. YOUR  
BEHAVIOR DOES.**

TUCKER MAX

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**INVEST  
IN  
YOURSELF**



# Session summary

- Live by your values
- Find things you are passionate about
- How are you walking and talking
- Think about now and the future
- Plan, do, review

# 'How To' online learning platform

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and develop yourself  
and your team



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# Make things happen

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Share one thing you are going  
to put into action.

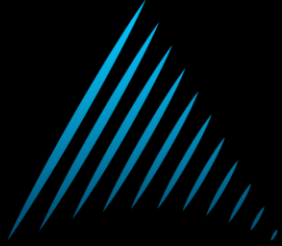


# Feedback

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# Amplify

your development



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# Sources

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- Mind Tools for Business