

74 Podcast Interview LeeCaraher

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SPEAKERS

Murielle Machiels



Murielle Machiels

Hi. I'm Murielle co mom, an educator, I used to work really hard and sacrifice the important things to me until I lost my motivation. Fast forward Fast, many failed attempts and lessons learned. And I found a way to reach great results while working less. Today, I'm obsessed with helping other leaders builds meaningful lives. So each week, I'll be sharing inspiration to change your life and organization. This is rebel leader with our hearts. Welcome, Lee, welcome in rebel leader with a heart it's very nice to have you here all across the world from Wisconsin.



area. I'm so happy to have be on your show. I really love what you do. And I'm so excited about our conversation.



Murielle Machiels

Yeah, me too. Me too. Because I, we haven't talked about personal branding yet. And it's a hot topic. Very, you look at social media, a lot of leaders are starting to do it. And you say everybody should do it. So I'm really curious about that. But before diving into that topic, maybe you can tell us a little bit who you are. Sure.



So I'm Lea Kara, her I'm in a lot of things. I'm the founder and CEO of double forte, which is a US based public relations and communications firm. And I'm a mom, I'm a wife, I'm a friend. I'm a sister, I'm a daughter. I'm an author of two books, about creating great positive team cultures. And I have a dog who's sitting over here on this couch, and hopefully we will not hear him during our interview.



Murielle Machiels

And if you're him, it's okay. And you know, this podcast is called rebel leader with a heart. So I'm curious to know what your rebel side is and what your heart side is?



Yes. Well, I think my rebel side is I started this company in 2002. So almost 20 years ago, which is bizarre after leaving a very large international company, basically, I was the rogue, I was the rogue person in that company. And then 911 really inspired me to align my, my thoughts and my hopes with my everyday life, because I really disliked that job. So when I started this company, two things one, I was determined to actually like my job. So that by itself is rebellious. And to define success in not the way that I had grown up in my, in my business world, in my business world and agency world, there's very clear metrics that everybody measures, and they create very challenging life lives, for those of us who run them. And so I was like, You know what, I don't have to do that. I'm gonna create my own set of metrics on what success is. And we're gonna go that way. So people thought people, my colleagues, who I used to work with, and my friends in the business thought I was nuts, by the way, I define success. So I feel that's rebellious. On the heart side, you know, my belief is that, you know, people are what make business work, you cannot do a thing without a person, and that humans were complicated, and were messy. But if we understand the humans who are around us, at number one, and we set very clear goals and and high bars, that we can actually lead with the heart, which I think is so important, and produce great companies at the same time by embracing that messiness, and not trying to make all of our people fit into a little box, because there's no box that a person can fit in. No care what anybody says. So if your box is shaped like a heart, it means it's messy. But if you embrace the mess of it, it just is so much easier. It's so much easier to actually do a business than it is when you try to make everybody checkboxes up.



Murielle Machiels

Yeah, that's nice. Nice. I like it. And a great part of what you do is personal branding. Yeah. Well, a lot of my listeners are leaders in organizations. And so you say personal branding is important, and it's important for everyone. Why do you think it's so



Do you know what is a brand right a brand? We define a brand as how other people describe you. So you already have a brand, right? It may or may not know what your brand is, but you already have a brand. If you are known as the nitpicking person, if you are known as the fun guy, if you are known as the exacting leader, if you are known as the person who's perfectionist, that's your brand, right? And that may not be the brand we want, right? Or we mean if we're not aware of it. So one, our personalities and our leadership styles, they are the brands and what brands, brands that are shaped, and authentic. So it has to be real, you can't fake a brand. Are people who have strong personal brands are the people who have the most opportunity in their careers. Because people you know, no one when you're looking for a new job, either in your company or in a new place. Or you're trying to start a new project, right? How many times have we started a new project? Oh, God, I hope I'm not on so and so's team.

Right? That's because that person has a brand, right? Which is not a positive one. So when you the brand is what people say about you, and it's what you put into the world. So the the thing about personal branding, is making sure that you are putting out into the world what you want to put out into the world, either through leadership style, either thought leadership, how you interact with people, what you're known for. And then also, how do you reinforce it over time. So that is the personal brand, what other people say about you, and most people look, we go, oh, what's on my LinkedIn, my LinkedIn is my brand. Well, LinkedIn should reflect your brand. And most LinkedIn profiles are terrible. They're so boring. So you want everything that speaks for you, your resume, your title, what people say about you, your LinkedIn profile, your bio in your company, to speak positively and reflect your potential and your impact. Not necessarily your past anyway. So that your brand is what people say about you. And personal branding is the action that you take to make sure that it reflects what you want to reflect. Sometimes that's coaching. Sometimes it's like, oh, I had no idea. I had no idea that people hated me. I had no idea. And sometimes it's just harnessing what you do to make your impact bigger.



Murielle Machiels

Yeah. And so how do you start?



Yeah, so the first piece if you are the other speaker, edit from your audio for your leader perspective, so you're a leader. So by definition, you have people who are following you, they're choosing you know, you, they're choosing to follow you right in, in the Western world, we choose who we follow in work. So that's, you're already ahead, right? Some people might not like who they're following, but they're choosing to follow you. So what is that? So first, the first piece is, you know, doing your own assessment of who you are, not necessarily all you've accomplished, but how you are, how you lead how these things, and sometimes people do is, you know, in a 360, and they see what the words pop up of sometimes they just one of the most effective ways to do just to do this investigation part is to talk to your peers, talk to the people who know you best your old employees, your old boss and say, What would you say, you know, how would you look at your old reviews and say, what are the words that pop up? Right? What are the words that pop up? Do you do that list first? And then you do the list? Like who do I want to be who what is the person what is the leader I want to be known as? And then you compare the two and you see if there's any gaps, right? Yeah, so that's the the work of the gap is really the work of executive coaching of saying, if you are too harsh, if you're not an empathetic leader, if you can't lead with your heart, then you need to learn how to do that, or you're not going to have potential you if you can't accept people for who they are and help them achieve, then you need to learn how to do that. So let's just put that to this. Right? You have more power, the more power you give away, the more power you have. So as a leader Your job is to create more power around you then you actually hold that only elevates the whole team right? And we know things about teams right? We know that teams that are highly appreciate outperforms those that don't by up to 30%. So if you're not in As an appreciative person, I was not known as an appreciative person. Before I did this, my coaching mean, I had a coach and the 360 said, I wasn't appreciative, I was so shocked. You go learn how to do that. So you can, you know, do that assess the self assessment, and do the real world assessment and see what the gaps are. Now, imagine that you are, you know, you're a leader and you like, who, what's reflected back to you? What does that impact you want to make in the world, who do you want to be known as, so the first piece is to write that down. And then look at, you know,

the worst, the worst thing is always the corporate bio, the corporate bio is the dullest thing written by humankind, you know, it really is, is like, you know, with 25 years of experience in dirty little little, it doesn't say anything about your special sauce. My dog doesn't say anything about your special sauce, and your special sauce, really, if you want to think about it that way is your brand. So. So for instance, my bio used to say Lee Kara, her with 25 years of experience without 3035 years of experience in corporate communications, is the CEO and founder of double forte PR. As in this sense, it's just a biological, I mean, it's chronological, it's like, check the box, what I did isn't anything about what I bring to the party, nothing. So instead, now it says something like, lead magnet, you know, Lead Magnet care her founder and CEO to before take is known for her. I'm known for my big laugh. I'm known for and I'm known for, you know, pragmatic solutions to big business problems. That's what I'm known for. Like, if you have a big business problem, you want to solve it, you bring me in, and I can help you solve it through communication. I'm also known for



I'm definitely known for my sense of humor, maybe it's not so appropriate. And for building great teams. So you put the things that you're known for into your bio, and you just do that. And I can give you examples of this Murielle. So you can see the before and the after. So people can see. But it just starts there. Like, what, what do people say about you not 25 years of experience, what did it mean, it doesn't tell you anything about your special sauce? Yeah, so you want to start with your special sauce and start with your corporate bio. Now, if you have a PR team that won't let you change it, well, you can change your LinkedIn profile. So do that. And then you want to your LinkedIn profile for the business person is the most important public facing thing. And there's, you want to make sure it reflects, again, your special sauce, not just your accomplishments, right. But the things that you bring to the party that make you different. So the most effective LinkedIn things are the are the works, how you problem solve problems are the best profiles. Because when So imagine you want a different job, or you want a different job in your own company, right? They're going to be seek, they're not seeking someone 25 years of experience, they're seeking the problem solver for a certain thing at a certain level. So you want to in your LinkedIn profile be showing people how you solve whatever that problem is, you're known for solving. So it could be an engineer, you'd be a doctor, you could be PR person could be an executive coach could be anything. But what is it the problem that you solve? And that really, from a professional perspective, is the special sauce, right? So what problem do you solve? And how do you do it? So I've solved problems, you know, so for myself, so business problems with practical solute bit communications solutions? And how do I do it by building great teams with a you know, who are highly appreciated and perform at a high level, something like that. So those kinds of things you can do? So that's the first piece right is what do you want to put into a world and needs to be true? It can be aspiration, it should be aspirational, none of us is perfect. But it needs to be more about your special sauce than about your prior accomplishments.



Murielle Machiels

Yeah. And then because the the world is a very crowded place, and yes, there are more and more people doing personal branding. So what can you then do to make yourself heard or seen?



Absolutely. So the a few things, many things, a few things. I got a whole list of things you could do. So if you So if you are a leader in a company, the first piece is those pieces, right? Be known for what you're known for in your company. And then are there opportunities, I'm sure all your PR departments, if you're the CEO, this is your job, right? This is your job is to go out there in the world, and expose the company's vision, mission purpose, why we're here, performance, all that kind of stuff. So but the purpose of the company, what you stand for, what are your values, all those things, these are things you if you're the any leader, you should be espousing. So there are many things you can do, right? So one on, you could be being known as the expert, the spokesman for the company, if you're a spokesperson for the company, if you're not the spokesperson, company, and you are a senior leader, go tell your PR team that you want to be a spokesman for the company on your area, they will probably be very happy to hear that they're always looking for good people who are at a high level who can talk about things above that will help the company. So that's the first piece right? If you're inside a company, what can you be a spokesperson on for your company, go talk to the PR team or your communications team and say, you know, in your if you're the chief financial officer, you know, what are the financial publications that you can talk about, like CFO in a certain industry, what's going on what, you know, best practices, trends, all that kind of stuff. That's number one. Number two is you should have a LinkedIn profile, you should have a Twitter profile, your Twitter profile, should mimic your LinkedIn profile. And I, you know, there, depending on how I you know, there's a lot of bad things about Twitter. But if you want the media to find you, you need to be on Twitter, because the media, that's their medium, that's how they talk to each other. That's how they find people. That's how they understand if they're trending or not. That's their job is to trend so they find people on Twitter. So then the next piece is are you speak were you speaking? Are you speaking at conferences? Are you speaking at webinars? Are you speaking giving keynotes at industry? Or company things? Right, so sometimes it's just starting within the company, like do your you know, what are the things you can do within the company to be a speaker within the company to be recognized as a subject matter lead subject matter expert, and really, women have women are behind the eight ball on this, in general, across the country, across the world, men definitely have a bigger set, you know, across the world. In the media, men are quoted as experts about 70 75% of the time and women less. But if you're a woman leader, a lot of the times male, no one wants to hear what I have to say, I'm just gonna keep doing my job. Well, as a woman leader, you need to understand that if you're a woman and a leader, you are a leader. And so therefore, your opinion counts. And you should be x you should be speaking as an expert on your topic. So, you know, what are the what are the conferences, what are the webinars, what are the industry gatherings that you can do, if you don't have one, create your own write, create, find 20 Other women or 10 other women and maybe just focus on women, women leaders in your industry and create a quorum, and then just get together and see what happens. Other things you can do is publish articles you can publish articles on so if your company has a blog, which it should, so if it doesn't have a blog, go make one happen. You could be an art, I tell your tell that team comms team that you want to author articles, and you will be willing to author six articles a year.



Right six, as Oh God, I don't have time to do 1000 words, except you all you have time to do 1000 words six times a year, right. And then share that stuff all onto your LinkedIn. Right? Anything you do internally, for the company, if you're in the article, if you are a speaker, if you

are writing a blog for your company, these are all things that with your name attached, that's building your brand, share them on the LinkedIn, so that they can see what you mean when you're describing yourself up top and on Twitter. So those are three things that you can do within the confines of your company that will help the company and build your brand, right? Because if you are if you're the CEO, this is your job, you should be doing this stuff. And if you don't, you're not doing this stuff. Well, there are a few companies who don't do this stuff because of what who they are and how they operate. But in general, you know, companies that are selling a product companies that have a service companies that are leaders in their field or want to be leaders in their field. They should be out there in the in the public mind, right and that public mind could be just trade publications. So very small newsletter that only goes to 50 people. Or it could be in the Financial Times or the Wall Street Journal, that kind of stuff.



Murielle Machiels

Yeah. But what I also see is that many more high end leaders, top leaders, they use ghost writers are autocratic companies to do it for them. Is that something you would advise?



As my that's my business? Right? So I think that the the important thing well goes for I'm not a big fan of the ghostwriter for a book. I mean, the biggest personal branding thing is a book. Right? You could, there's so many business leaders who write books about their experience and leaving, and they use ghost writers. The best ghost writers are very expensive, and they will, and you need to look at every single word, it doesn't actually diminish the work you need to do to use a ghostwriter. But it should use your time the best way. So for in our world, and our clients we often write first we would, here's how we do it, right? The best ghost writers do a lot of or PR firms or content development firms or writers are speech writers, they talk to the person first, right? They know what the, you know, they established what that person's point of view is they understand or stand what that person's voice is. And then they provide the first draft. And then really, it's the person you know, that leaders responsibility to take it from first draft, to shape it in their voice with their point of view. And if they, you know, the first interview, the interview is the most important thing you can do in that. So you actually get, you know, I would never allow anybody to write something for me who had interviewed me. Yeah, are they gonna know me? That's corporate voice, not my voice. If it's my if it's my name, there's corporate voice, which is the company's POV. And then there's my voice, which is my name on something very different. So, I mean, I've created you know, there's lots of businesses that do this, some do it really well, and some do not. But don't assign your name to anything that you don't approve, ever, ever, ever, ever. That's true on Twitter. You know, there are a lot of companies that do Twitter for people, particular, you know, as well. And then if they if they comment, their guidelines, right, and so you approve the guidelines, under which you will allow someone to be you on your Twitter handle as well. Right. And if you are commenting, just you put your initials, you know, Michelle Obama really good at that, right. Usually her staff does it. But if she's the one who's actually typing, she puts mo Michelle Obama. Yeah, but the point is to be found, right, a personal brand, apart apart, a person with a personal brand can be found by the people you want to be found by so might be just 20 people. Yeah, frankly, it could be 100 people, you just want to, you know, you want to be known as this in this world, in this industry for that, right? It probably may not be a lot of people. But how you get to be known by those people is to figure out, where are those people? Where who's influencing those people? Right? And go where that is? Yeah.



Murielle Machiels

Yeah, because I see a lot of people doing it, but not a lot of people being successful at it all. Also,



what do you mean, I think a lot of people do it, but it may not be successful. I mean, they might just say, Oh, I get stuff out there that's successful. It may not be effective, in that it's not authentic. It's not driving a business. It's not doing what you want to do. Right. So every every brand, like a like your own company brand, a brand has a strategy, your personal brand should have a strategy. Yeah. Right. And then there's two things right, are you using it for the benefit of your company, and then drafting off of that, so you're coming behind it, but you're getting your name out there attached to a company? And then there were a lot of individuals, you know, solopreneurs, who were doing it for their businesses, and they're doing a lot of activity, but it's not resulting in business and that's two different things. Yeah. Two very different things.



Murielle Machiels

Yeah. But then there is also the question of authenticity. So how do you make sure it remains authentic when you're working with another company?



Yeah. So in that world in so for this take you through our process, right are first for a person or company either for first you agree on the what are the lanes you're going to play in Right. So what do you what are you known as? What is your expertise? What is your subject matter domain? What are your points of view on important things? What will you and will you not comment on politically, because now, leaders are asked to be the moral compass in our world now, business leaders were used to be government leaders really had that position or, you know, religious leaders had that position, those people do not have that position as much. In fact, as corporate leaders, corporate leaders are looked to as the moral compass now, everywhere. So what are the topics you will and will not comment on? So, it for instance, if a company has a, as a very progressive stance on I don't know how it spends its volunteer money, or its charity money, or where it doesn't put its money, where you cannot comment on it in this country, there are many company you know, they're kind of weak, it's called cancel culture. I don't like that word, canceled culture. But what are the things you will you know, I'm not gonna I, personally, I have a son, who is a son who is gay, and I have a son who has special needs development challenge. So I don't talk about that stuff all day long. You can't stop me. Right. But if I worked for a company that wouldn't let me I would quit. But I would have to know, right? So what are those topics you will and will not talk about? What are the three or four no more than that? subject matter expertise, areas you want to focus on? And then what's your point of view about the future, your point of view really doesn't, you know, the point even historians, they they are taught they talk about the past in order to inform the future? What's your point of view in the future? What's your purpose in your future? So those things, right, you

have that conversation you choose, you create a message platform that is, you know, for the company, it's much easier than for a person, but the company is, you know, we're the leader in X, you know, you figure that stuff out how you differentiate. And then for yourself, what are the words you want to use? What are the topics you want to use? What would you never say, you know, just making sure that person knows, right, and then you create? A, we call it a brand platform voice document? That, and then we practice it with that person, right? So we create, you know, we mock things up for about a month, and send them through to that person and they correct it. So and we, you know, there's there is AI that does this is, you know, it's 80%. Good. And 80% is not good enough, if you want someone to represent you. Yeah. Not good enough. You need 100%. So



Murielle Machiels

you invest in that relationship. So it takes time really?



Long term? Yeah,



Murielle Machiels

once you know the voice, and you don't trust each other, and it's okay.



Yeah, a lot of times what we do is just get people started, right? So we have a program that does this, and we just, you know, people are like, I don't even know where to start. So it's, you know, it's a project, it's three month project. And we go and we figure all this stuff out for them. And we decide where, where they should show up? What are the topics they should show up on? What are the headlines, and, you know, where should they and we help them create the content that they will be putting into the world that will reflect that. And then, you know, we're done, we create all the stuff for them, we tell them exactly what to do and how to do it. And then they're off and they go do it themselves. If they you know, but they just can't do the startup because it is a lot of work. It's a lot of work to get going, as you know, right? It's a lot of work to get. I mean, you have a podcast, it's so much work to get a podcast off the ground. It's a lot of work to get going. So we help sometimes we we just help people get it going. And then we're off. We're go away, we check in with him three months later. If we're doing it ongoing, then we have a it's an ongoing relationship. And we are doing things in advance as much as possible so that people can have time to approve it. Because maybe people you know, definitely in the last two years of world I mean, people's opinions and things have changed people the whole George Floyd thing what's going you know, Premier League Soccer has had such I mean, I'm a huge fan of Premier League Soccer. And this the impact that Premier League Soccer has had around the world on many issues. There you know, you could see how those we call it soccer here you can't football there, but like what are you going to stand for? So we figured that people have changed their brain on many topics in the last two years. So being in constant communication with your people to say, yeah, that was my point of view. And now it's

my this is my point of view is super important because you're not static, you're going your your thoughts are going to evolve. You're going to learn something you're going to screw up, you're gonna fix it, you're gonna apologize, you know, all that stuff. Yeah. So that's the authentic part of it is that it's not static, that it grows, as you grow, it grows.



Murielle Machiels

And so it's, it's an investment then that you make that you will get back by having more opportunities in your career. Absolutely. I guess not every organization will pay for, nor this for every leader. So some of them might have to do to invest time, or?



Yeah. And I think that if you start if you start in the in the company that you're in, like, what, where can you do things that will benefit the company, and where you will build, if you're of service to the company, and helping them advance and certain topics. I haven't met a company that doesn't want that sometimes they can't prioritize that work. Like they'll prioritize one topic over another. And so you may offer 12 articles or do this, you know, and they'll say, we'll take six. But it's unusual that someone who would not at least invest in the work or help you do it, because it helps the company. If you are getting it. No, thank you anyway, you're not high enough up.



Go find another job. Because, you know, you want to be in a place that



that appreciates your contributions and your contributions should be understood, you know, unless it's Glenn desk time. I think your your contributions should be shared with the world. And you know, in most companies, the vast majority of companies will embrace that.



Murielle Machiels

Mm hmm. And otherwise, if somebody says, I'd like to start with you, on this personal branding, Oh, yeah. What is the budget that you have to have in mind, then



it's, for the three month program, it's a \$15,000. us for three month for 90 days. Yeah. And what that does is give you a platform, it gives you some content, it gives you a plan gives you your voice, we evaluate all we do it, we do an audit on you. We look at your photos, often the times, which is like you just need to change your photo, you're changing your photos, terrible. I mean, there's so many bad photos out there. So sometimes it's just the photo, right? And then

we put together a plan for you. So if you tell us your goal, and we put the put together the plan, and all the content and the messaging, so that you can go do it yourself. Sometimes people are like, thank you for all this. I'm going to do it myself. And they do it. It's awesome. And sometimes people like I just can't get to it and they hire us ongoing. But that's not the purpose of the program. The purpose of the program is to get people to be able to themselves in a with a budget, that is enough for us to get really good work done in enough heft some weight, so that it actually can be executed by you.



Murielle Machiels

Yeah. And then you would help them with one or two platforms is it then depends on



the person here, usually. So I'm gonna think I'm thinking, like, I guess in the last year, it's always LinkedIn. So always Twitter, and sometimes we add Facebook, or Pinterest or Instagram. Yeah, it depends on who it is and what they're talking about. Yeah.



Murielle Machiels

Yeah. Yeah, because I see some leaders doing really a great job out there and some others where they don't have many followers or not many likes, and,



yeah, well, I mean, there's two pieces on that too, right? You have to engage right? In the social media, if you're just pumping stuff out and not engaging with people. Unless you are someone like Elon Musk, or Jimmy another, you know, unless you're something new, or Bill Gates or Mark Zuckerberg, you know, those really people who have people just want to know what the heck they're doing, you know, well, you know, that's, that's less than point 000 1% of the population. You need to engage. So you can't just be proud, you know, you can't just be like that. Here's my opinion and not engaging with other people. Yeah. So on LinkedIn, it's finding who you following. Also, you know, and in general, the more influential people the more influential you are, the less people you follow in general, right, but Just don't be mean I would say go follow. Go first of all on LinkedIn, like everybody who's ever worked with you. So for, you know, for those of us who have run companies like everybody ever was in your company, well, that's a lot of people. Right? And they let them follow you. My second book is called The Boomerang principle. And it's about installing, instilling or inspiring lifetime loyalty from your employees, even when they leave you. Well, the easiest way to keep in touch with them is to follow them on Facebook and LinkedIn. I mean, that's the easiest thing you can possibly do. Right? Yeah. And as you as they and then so you just have to go into it. So sometimes when we work with somebody that I don't have time for LinkedIn, that will ask them to identify the top 50 people in their LinkedIn profile who matter to them. And then we will. And they'll tell us a little bit and there's a lot of work, right. But tell us a little about why these people matter that out. And then if that person on that list, like post something interesting, we will share it from that, share it from the clients account, right? Yeah. But you should be sharing other people's stuff, or liking or

commenting. And you can just do this in half an hour a week, right? This can be absent just half an hour a week that you do it. I do this on Fridays, Fridays, my ketchup day. So I go on to LinkedIn for about well, Friday, 45 minutes to myself. But I go in, I see who's doing stuff I shared out, I share it out again. And so people know that you're not just there for themselves yourself. You're there to help them to write it's a it's an ecosystem. Same thing on Twitter, there are very few people who can just pump stuff out and have it just be positive all the time. So you're engaging, you're liking you're retweeting, you're giving a little commentary. And this is where particularly on Twitter, you want to this is where if someone's doing this for you, it's so important to know what you will and will not comment on. So will you comment on politics? Will you not? Will you comment on what what personal day? Like what are the holidays that matter to you? So depending on your religion, like understanding where you're going to play, if someone's doing that for you, they need to know you. They can't just assume, right? So um, yeah, you could do Twitter, Twitter's a little harder to do on half an hour a week, but you can do it. Right? You can do it. I do half an hour three times a week on Twitter. And it's like, who's in my network? Who's following me what I see what's happening. And then I go into trends, see what's going on, commit do something commentary. And, and that's how it grows, right? And every once in a while, the algorithm will sweep through all of these, you know, social media platforms and delete lots of people because they're not real people. Don't worry about that. Just worry about, you know, being engaging, and being findable. Really



Murielle Machiels

interesting. Okay.



It's work. I mean, it's work it's work. It's working. I know it's awesome. Yeah, I mean, work is work right. It's work but it doesn't have to be your you're not as leaders. We're not we're influential but not influencers. Does that make sense? We're not out there, you know, making the perfect Instagram or trying to do that we are influential. Our words matter. When we say this happened to be last week, I said a word I thought was very complimentary to one of my staff people. It was so terrible, Muriel, oh my god, I offended her so much. And thinking I was being, you know, complimentary. Our words matter so much. So. You so you are influential? Mm hmm. There's no know that you don't have to, you know, spend your life on Instagram to be influential, you already are influential. How do you use that influence for good? How do you use that influence to make the you know, most of us are leaders. We're, we're here to make an impact. How do you make your impact bigger? How do you keep the people who've come through your life connected to you the easiest way is through social media, and to be intentional and purposeful with that, and to lift other people up. You have the power to do that with LinkedIn and Twitter. That only helps you. Yeah, only helps you and your personal brand as well.



Murielle Machiels

Yeah. I like the idea of lifting other people up. I think it's really important.





Well, I think that's the other piece, right? I mean, there's so much negative stuff. I mean, you can be really negative. I mean, you can go down a rabbit hole of negativity and vitriol on anything, right? Don't be that person. Just don't be the if you have a snarky content, you know, so if you're a comedian Alright, have a snarky comment. But if you're not a comedian, people aren't going to know who the heck, you know, only people who know you have will have the inside joke. Twitter is not the place for the inside joke really isn't right. So, you know, choose positive words, choose to only, you know, choose to reinforce facts. Absolutely, you know, amplify facts, amplify the positive when someone's done something amazing. Share it with your people, when someone has apologized, you know, someone screwed up, and then they apologize. And it just, and you know them and they say someone in social media, just go back. Thank you for your apology. You know, lift people up, you'll just have much more influence if you lift people up than if you tear them down. Yeah. And more opportunity is just more opportunity, the more positive you are. More opportunity there is.



Murielle Machiels

Yeah, that's also why I love the book The Go Giver.



Yes, absolutely. Absolutely. Giving, and it makes you feel better, right? You get I mean, me and I, in a while ago in a political cycle, where I was distraught with the options I got, I was just, I was very negative about the person I did not support. And I realized I was just feeling horrible. I mean, it just like, Ah, got angry. Whoa, yeah. So instead, I was like, why am I so angry at my friends, at least all you're doing is putting negative energy out there? I'm like, oh, and then that's what you said back? Yeah. And that's what you get back. So instead, I flipped it to say only positive things about the person I supported. And the other person is still frustrated me. But I felt so much better. And I was just amplifying positive stuff. If we just amplify positive instead of the negative, I think we can truly, I think that we can come, you know, the things that are on the very edges of our political system or cultural systems will come closer, because most of us, the vast majority of us are in the middle. Yeah. are pretty positive. But whoever we believe in, right, and it's the people on the very edges who apparently don't have any more anything but time to be negative, you know, stirring up the pot. Yeah. So no one wants to hire somebody negative? No, nobody wants to work for somebody negative. Nobody wants to be on a project with somebody negative. No. Be you can be, you can have doubt and be positive.



Murielle Machiels

Yeah, yeah. But you can be positive, but I like also to lift other people just not being positive about yourself or the world. But also other people. Yeah. So true.



Like, if you're mean, that could just, you know, your personal brand, you could be on a small team, maybe have a project and you're a team of six, and you're the leader? Well, you want to start you can you set the tone for that project from the first kickoff right? And who's on the

start you can you set the tone for that project from the first kickoff, right? And who's on the team? Like go through? Who's on that team? What are the different roles? What are the different things you're looking forward to working with with that person on? Why did you choose that person to be on the team? What do you hope people can do? Right, and you set the tone by spending an hour at the beginning, just talking about the different roles, and what the project's goal is and how we're going to work and all that stuff. And then sharing why you chose these people? Oh, my gosh, if you start way up here, yeah, opposed to oh, my God, it's gonna be a grind, you know? Yeah, that hour, half an hour at the beginning, makes everything more efficient, makes things go faster, because no one's worrying about it. People are excited. People are excited when you lift them up when you say you chose them. And they when you say, you know, I think your skills in XYZ will be so great. I know you have other skills. What else are you looking forward to contributing to this team and letting people tell them tell you right, not just not just prognosticating, but listening as well. The lifting up is where we you know, frankly, so I told we saw earlier and I realized Maria I'm so sorry, I'm giving you such long answers. But teams that feel appreciated outperform those that don't up to 30% So what that what does that mean? People who teams people on your team who know that they have a positive role that their work is appreciated. They're part of the team that they're getting reinforced reinforcement by saying Great job or thank you for your effort or thanks for coming in early for this or I so appreciate you picking up the ball on that or whatever it is right? When you when you are putting Positive appreciation into your team. They do what they work more efficiently. We know this, this is proven proven, they work more efficiently because because they're human, they are not grinding on the fact that they don't feel appreciated. They're not grinding on the fact that I did all that work and no one noticed, right. But if you actually make sure that you notice, and that other people notice each other, and that's your culture, you get hired, you get more efficiency. And then efficiency is in and when you have more efficiency, meaning people are not wasting time, where you would call it wasting time, they would not call it wasting time they're human, they are grinding out something that really bothers them. And if it bothers them, it, you know, it snowballs, and all of a sudden you have a problem on the team, you know, when you are doesn't mean that there won't be problems on to dismissing that. But it the more the more gratitude, the more appreciative your team is, the faster they do things, the less mistakes they make. And the better the outcome, like you might have a project. And that a well, a good team that is feeling appreciated might do a project plus two. Yeah, that is that is proven. There's lots of data on this. So that's your job. Your job is to me, if you just strictly talk it from a business perspective, you could be the meanest person in the world. But you better be appreciating everybody there because you're going to do a better job, you have better results, if you're appreciative leader, and frankly, it's impossible to do that and not be better, yet not be better at leading when you're appreciative. Yeah. Okay, which is counter intuitive, right? It's counter intuitive to spend time doing that. But we have the data, there's so much data on this.



Murielle Machiels

Okay, so let's finish on that note that lifting people up appreciating it will help your personal branding, but also the performance of your teams and of your pitches,



your personal brand, your personal brand is reflected in your performance and what people do around you.



Murielle Machiels

Yeah, exactly. Exactly. Everything. So where can people find you?



The easiest place to find me is at my company website, double hyphen forte, fo r t.com. I'm really easy to find or at least care her on all social media or lead care her.com I'm really



Murielle Machiels

easy. Okay. We will put the links in the show notes of the episodes. Wonderful. Well, it was really nice having you here. So we are hearing more about personal branding. I hope we've motivated a few leaders to start there and you can do it.



Exact already have one make sure to one you want.



Murielle Machiels

Yeah, exactly. Well, thank you very much. And maybe we'll see each other again.



Thank you so much. Very I really appreciate it. Hope we get to meet you in person someday.



Murielle Machiels

Yeah, me too. Yeah, you finished another episode of rebel leader with a hearts if you want more, go to rebel leader with a hard.com For show notes and past episodes. If you love the show, subscribe, leave a review and share it with a friend the more the merrier. Thanks for tuning in and have a great week you rebel leader with a hearts