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Managing 'Personal Brand' Critical to Adviser Success – Expert

August 13, 2013

Advisers need to address and manage their personal brand and public perception in a way that generates strong recognition, says a key industry contributor.

Speaking to emerging advisers at dealer group **Synchron's** recently-completed 2013 NextGen Conference, **Nikki Heald**, Managing Director of Corptraining, pointed out that most financial advisers in 2013 are able to offer clients comparable knowledge and experience, but it is their personal brand that becomes critical in making them stand out.

Ms Heald discussed with her audience how consumers gain a perception of others based on:

- Character
- Trustworthiness
- Professional status
- Education
- Values

She argued that advisers can endeavour to positively influence their clients and prospective clients focusing on, and developing four key elements:

1. Personal presentation
2. Body language
3. Protocols
4. Speech

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"Good, ordinary and average is a standard experienced regularly, so in order to maximise impact, we need to be great," said Ms Heald, adding that, by delivering 'great', we are strategically providing a point of difference outside the norm, ensuring a memorable experience for our clients.

Ms Heald said that everyone loves to be a part of something unforgettable: "The emotional impact of this different and unique experience generates recognition and subsequent reward – maybe it means attaining that all-important sale or referral", she added.

Also taking centre stage at this year's event was social entrepreneur, **Holly Ransom**, who was named as one of the

top 100 most influential woman in Australia in 2012.

Chair of Synchron's NextGen program, **Michael Harrison**, said Synchron selected 23-year-old Ms Ransom to speak at the conference because her outstanding achievements at such an early age are a powerful demonstration to Synchron's next generation of advisers of what they can achieve:

"At Synchron we believe in walking the talk," Mr Harrison said. "Our NextGen conferences are all about educating, encouraging and inspiring our younger advisers and who better to do that than someone from their own generation?"

Where an emphasis on 'soft skills' was a recurring theme at the Conference, Ms Ransom spoke on leadership, corporate social responsibility and communication strategies.

This was Synchron's eighth annual NextGen Conference, attended by a cross-section of emerging advisers within the financial services sector, and also by business support colleagues from various life insurance companies, thereby promoting closer links between advisers and those who support their endeavours.



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