



Afternoon, ThinkTankers.

Thank you for joining me for today's session on WHY PERSONALITY STRENGTHENS AUTHORITY.

I'm Vicki Handley, I'm a big personality advocate and my agency, Quirk, shows clients how to embrace personality in their communications.

In this talk, we will cover why personality's important + how to do it right

For those of you with VIP tickets, next Wednesday at 12:00pm, I'm running Applying Personality in Practice: Your questions answered session.

TODAY, though, we're going to begin with the personality problem.

What's personality?

- Education
- Expertise
- Experiences
- Opinions
- Interests
- Relationships

What's authority?

- Trust
- Credibility
- Recognition
- Understanding
- Validation of skill
- Being sought out

Before we start, some definitions of what we mean by personality and authority.

When I'm talking about personality I mean the following – we are all the sum of our education, expertise, and experiences. Our interests, opinions, skills, and relationships make us who we are.

When I say authority, I'm talking about being trusted, recognised, understood, validated and sought out.



Which brings us to the personality problem.

In an age of AI – you know the whole “ever-changing digital landscape” narrative, we’re told that personality and humanity are the keys to connection.

We’re told to be VISIBLE
While being VULNERABLE
And continuously adding VALUE.

Looking at visibility, vulnerability, and value as separate concepts gives us pause.

Because: what does visible mean? How visible? Won’t that be oversharing?
What do you mean vulnerable? Won’t that undermine my value?
Oh, and value? How much should I give away? If I give too little, people won’t see my expertise? If I give too much, they won’t work with me?

Not to mention that these words have lost all meaning for many of us.

Authenticity has been confused with trauma-dumping (think crying CEO).

Common sense has sometimes been lost in pursuit of 'being your whole, true, unapologetic self'.

And it leaves us, as professionals, with more questions than answers, + in some cases causes total analysis paralysis.



For our own sanity, we need to flip the script.

The shift for me was realising that the 3 elements co-exist to create authority (when you use the principles for good not evil!

Visibility builds awareness.

Value builds trust.

Vulnerability shows humility.

The three combined create authority because they are all indicators of a great leader when applied in the right way.

What happens when we apply personality as a framework?



WHAT HAPPENS WHEN WE APPLY PERSONALITY AS A FRAMEWORK?

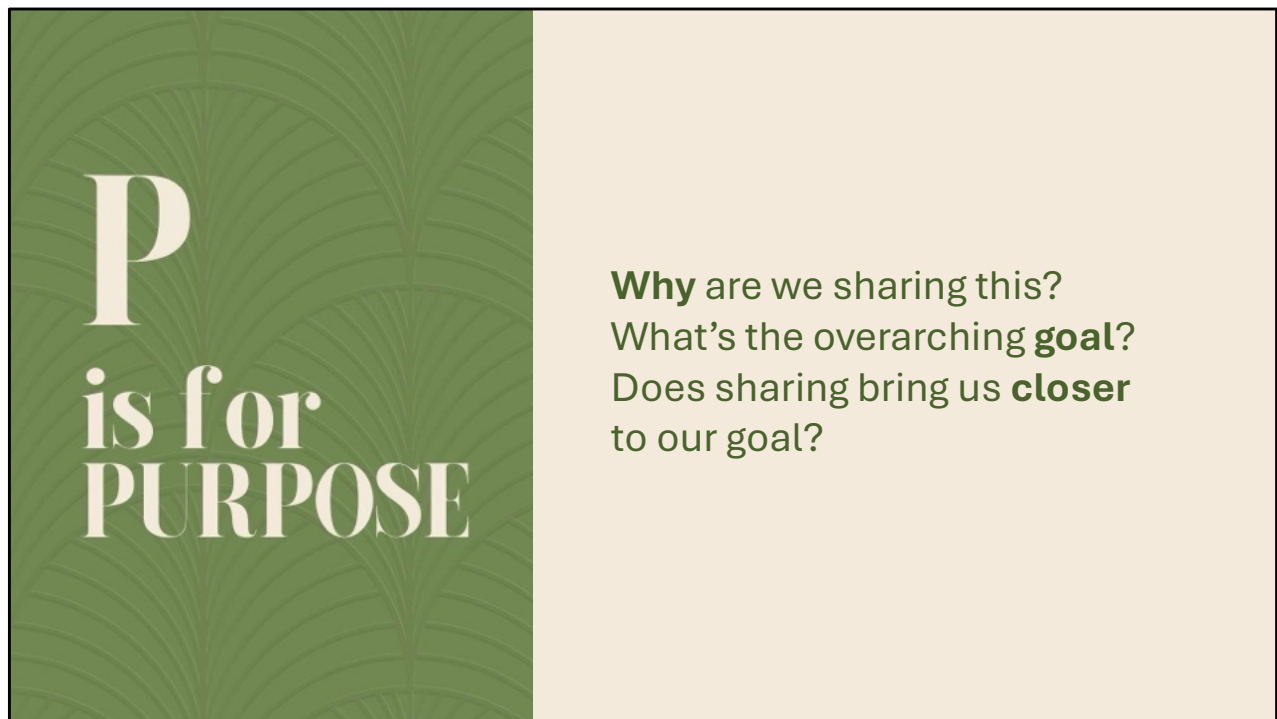
For me, looking at personality as a framework meant I was able to use a PROACTIVE set of principles to:

Guide my choices and begin to use personality in a strategic way.

To bolster my arguments, not undermine them, and showcase my win-or-learn attitude.

My clients felt the same way, too.

So, without further ado, let's get into the framework!



P IS FOR PURPOSE.

This one's foundational (and often gets lost in practice over time).

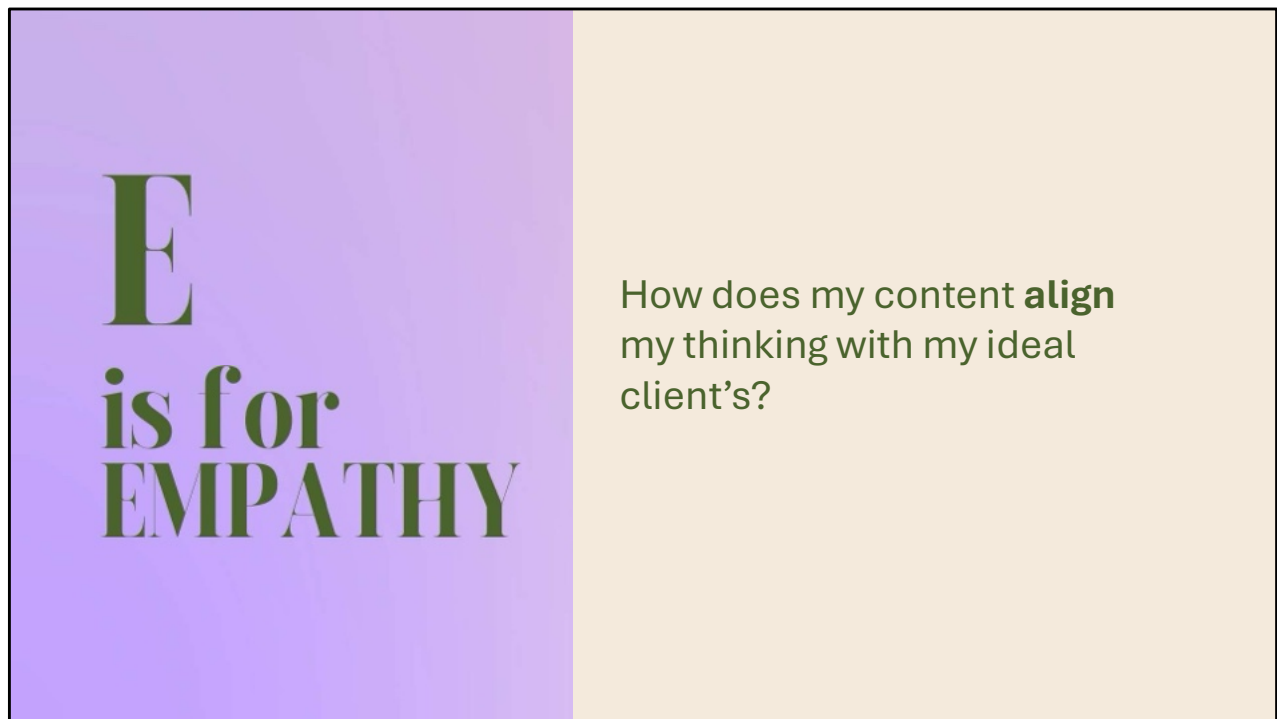
- Why are we sharing ourselves online/ creating a public persona? What is the purpose of doing so?
- What is the purpose of the authority we're trying to create?
- What's the goal/goals?

Then the follow-up question: does what you're sharing move you / your audience closer to the goal? Or further away?

If the goal is being sought out for your expertise - does talking about winging it on a daily basis move you closer or further from the goal?

If the goal is encouraging client contact – does sharing your dislike of people help achieve that action?

I'm being a bit tongue-in-cheek here, but you understand my point: ultimately we're applying a 'purpose' filter that's in accordance with our objectives.



Next up, E is for Empathy.

Experts have a clear understanding of where their audience is at and looking to achieve.

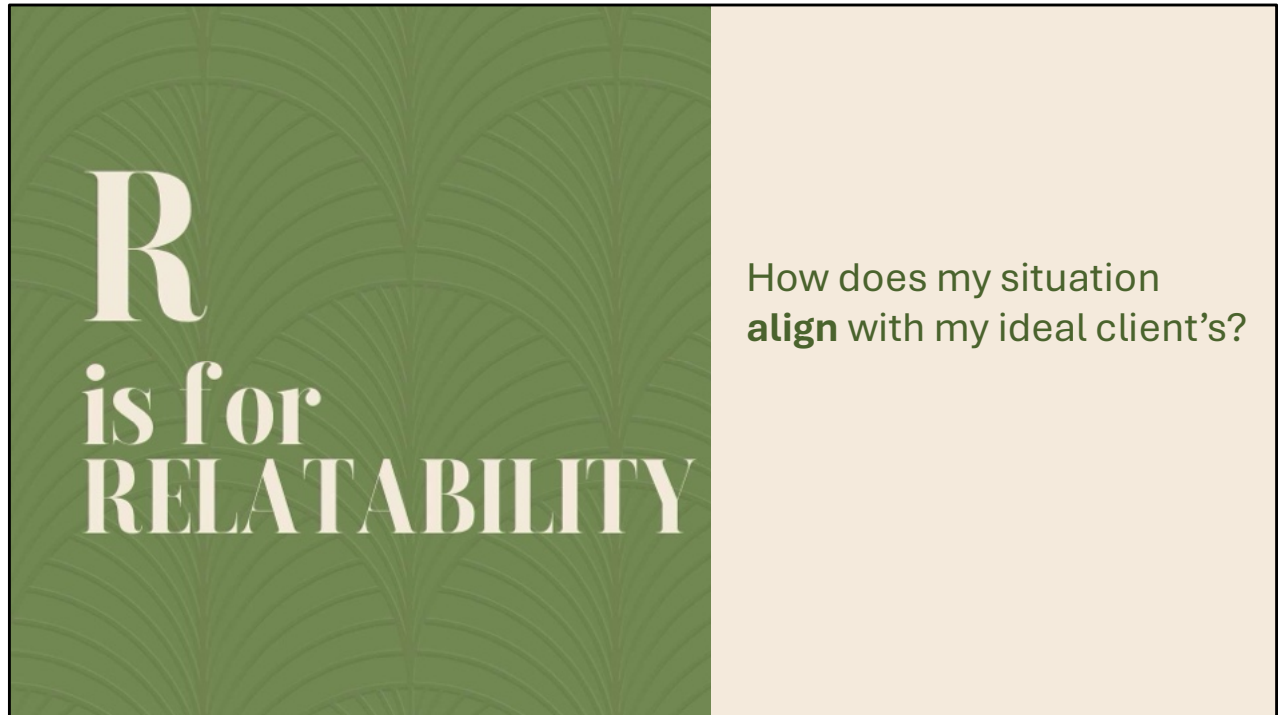
It may be that they were there once, too.

The key here is sharing your experiences and knowledge in a way that aligns and serves your ideal client.

Think the 'I failed so you don't have to' style content where expert shares common mistakes and pitfalls for the benefit of those walking the same path today.

It shows your experience and shares highly valuable learnings.

Ask yourself, how can my experience improve my audience's in getting to this point?



Next up, R IS FOR RELATABILITY.

Similar to empathy, relatability is about connection.
And aligning yourself with your ideal client.

People love to be led by those who've walked or who are walking the same path a few steps ahead.

Relatable content creates connection and more importantly starts conversations.

MANY of my client relationships have begun with a shared moment in a comment section off the back of a relatable post or experience.



S is for the SCIENCE of familiarity.

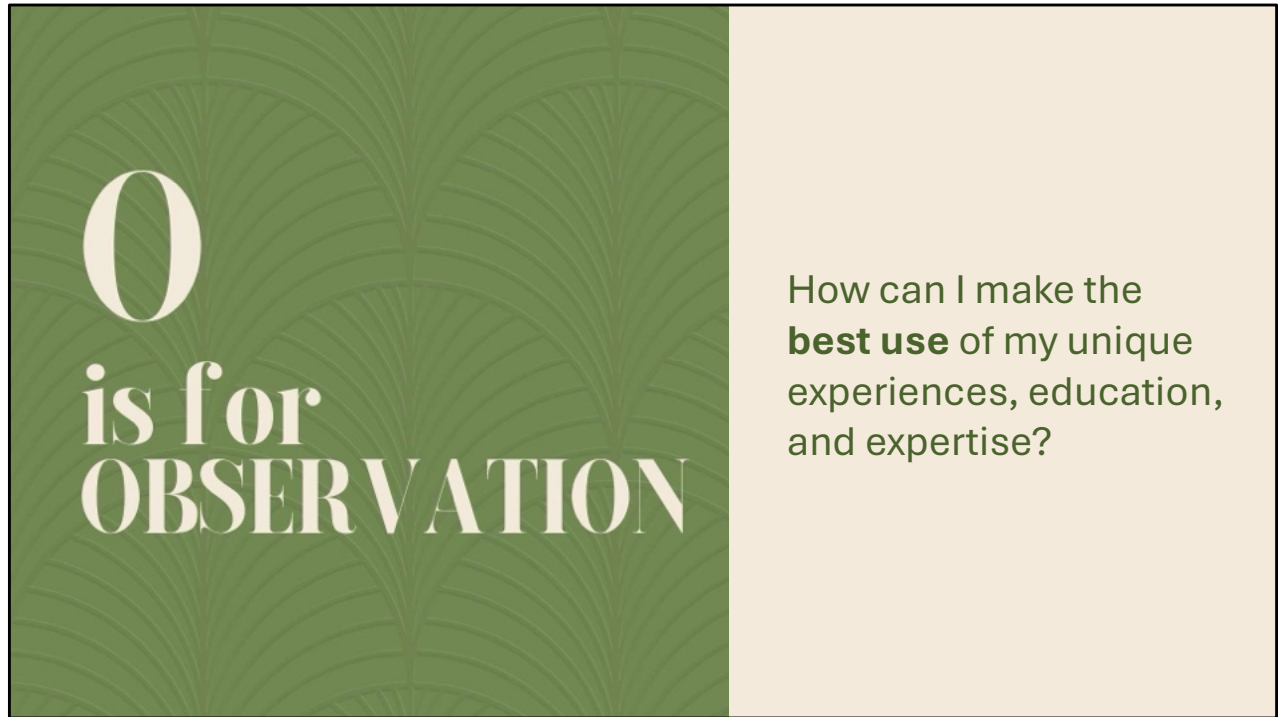
Humans are creatures of habit on a continuous quest for belonging.

Biology shows us that we trust what's familiar and fear the unknown.

Showing up consistently over time – in the periphery – creates exposure, association between us and our zones of genius, enables us to build relationships and become the familiar expert who's front of mind when the time is right.

More often than not, we'll choose the expert we like and trust over an unknown other.

Ask yourself: How can I become the 'familiar expert' my ideal prospects gravitate towards?



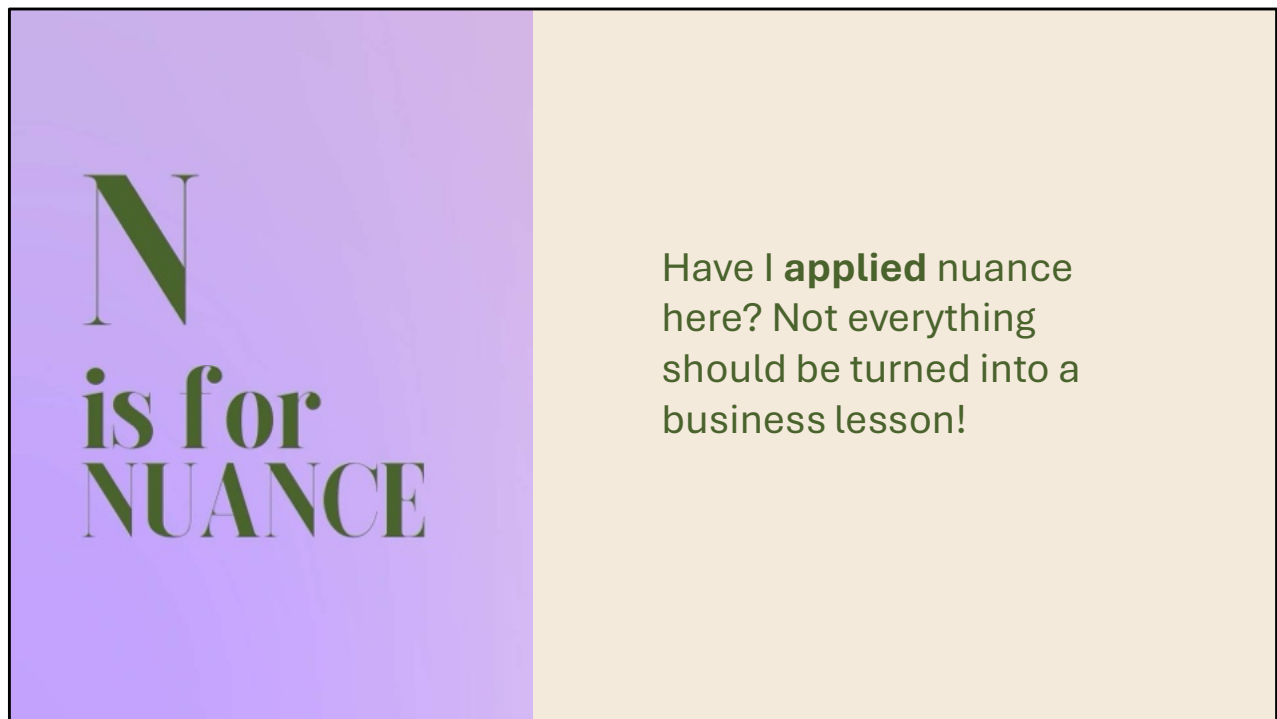
O IS FOR OBSERVATION.

I said before, we're the sum of our education, experiences, expertise.

No combination is the same, which means we each have unique observations and ways of thinking and working.

Use them to your advantage (and get Susanna to help you if you don't know how).

Think: how can I make the best use of my experiences, education, and expertise?



N IS FOR NUANCE.

Not everything should be turned into a business lesson. Sometimes tenuous links between the two are more harmful than good.

Think crying ceo, marriage and client acquisitions, a funeral and ageism in the workplace, and using a natural disaster to sell your program or course.

Remember your purpose:

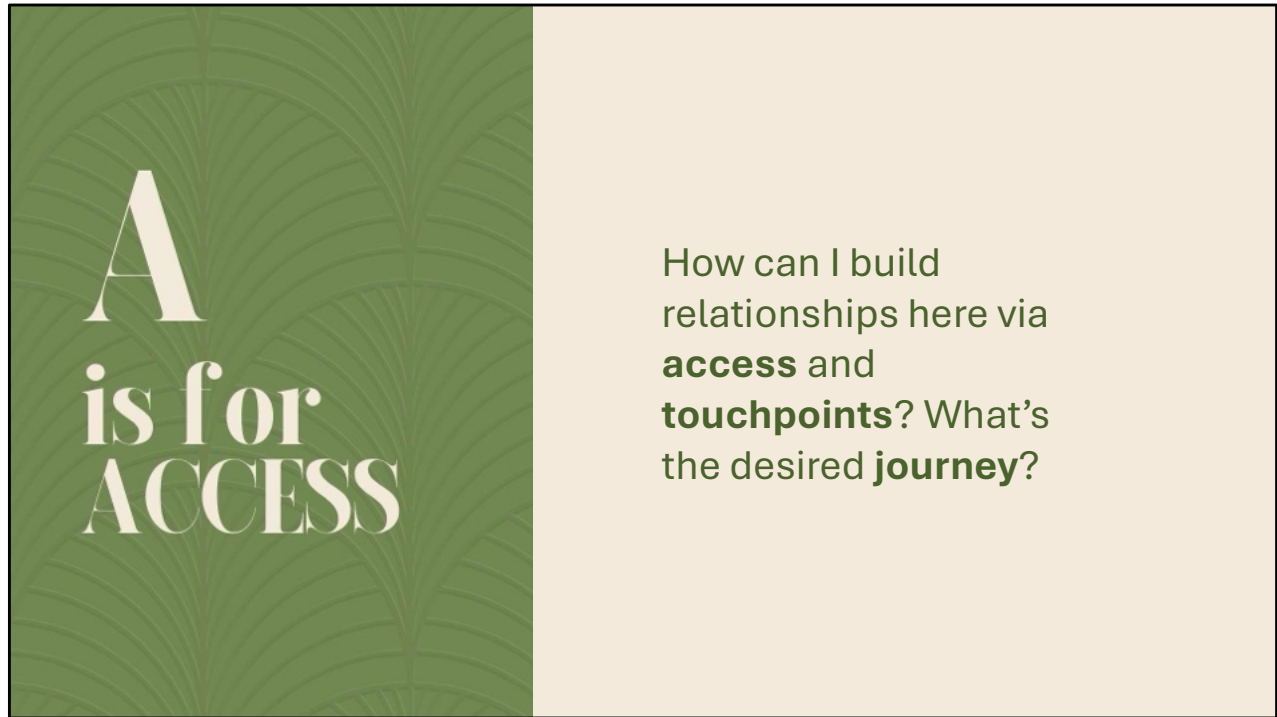
Why are you sharing?

What's the benefit to the audience?

Does this take them closer to action?

If it's simply therapy for you – take a breath!

Trust your judgment on what feels right. If it feels off, pause.



A is for access.

One purpose of our external comms is accessibility.

We're making information available and presenting it in a clear, simple way.
While also giving a glimpse of ourselves and what it's like to work with us.

Ultimately, access is about building relationships and creating touchpoints in the customer journey.



L IS FOR LEGITIMACY.

This one starts from within. Many of us at one point or other has taken issue with the term 'expert'.

It took me years to refer to myself as more than a writer because I thought everyone strategised like I do.

Think of how you can showcase your legitimacy: a big one is certainty in your tone.

- Social proof is a biggie here.
- Results
- Awards and qualifications

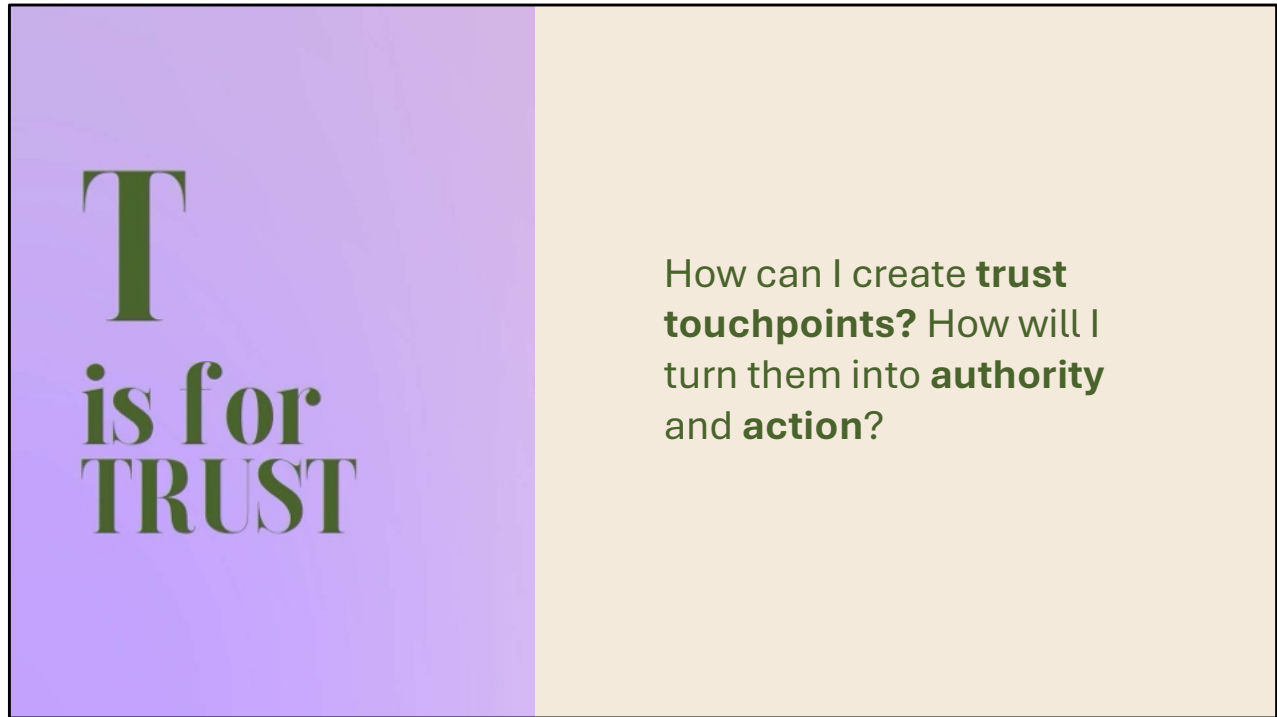
List out ways you can claim your role in your space as an expert.



I IS FOR INFLUENCE. BUT IT COULD BE FOR IMPACT TOO.

Just like legitimacy, it's about showing the transformations your methods bring. It's about sharing them proudly and publicly amongst peers and people further along than you.

Bold moves move the needle fastest.



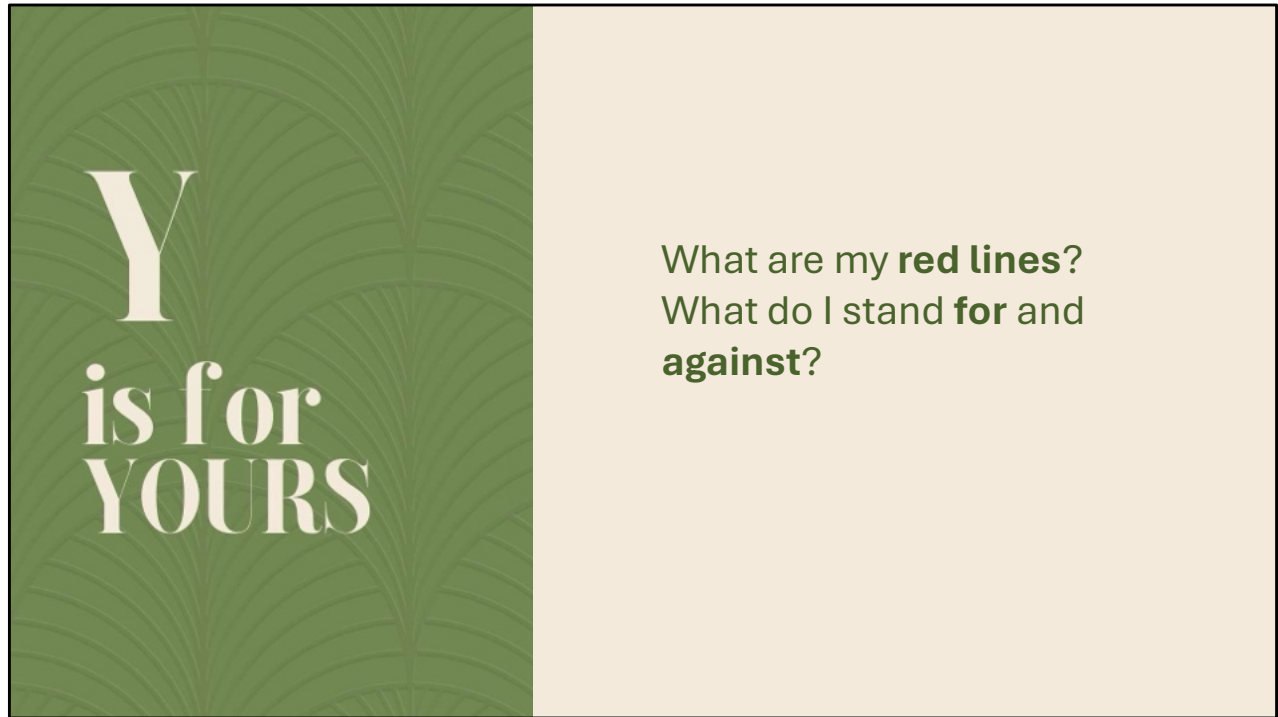
T IS FOR TRUST.

That's what authority's all about really isn't it.

Authority creates trust which builds into action.

Look at your bigger picture and think how your personality (experiences, education, and expertise) can assist you in the trust journey.

How can you capitalise on that attention and turn it into opportunity?



Last but not least Y IS FOR YOURS.

Belongs to you. You set the intent, limits, and standards.

Always remember, your personal brand is yours. YOU set the intent, parameters, and standards.

If anyone tells you you MUST DO X, be wary, they may not have your best interests at heart.



That's my framework.

Think of it as your guiding light to applying personality that's

Aligned with your purpose
Shows empathy to prospective clients
Builds relationships with relatability
Takes account of the science of familiarity
And your unique observations
Incorporates nuance
Gives your audience access to you the expert (and the person)
That increases your legitimacy
Demonstrates your impact
Grows your influence, and
Is entirely yours.

what could you bring to the table?

(THAT YOU COULDN'T BEFORE)

My question for you, at the end of this session – that went quickly didn't it – is this.

Now you're looking at personality differently + applying it like a framework:

What could you bring to the table that you couldn't before and use it to your competitive advantage?