

7 THINGS

EMOTIONALLY HEALTHY PEOPLE DO TO KEEP THEIR BRAND IN TOP CONDITION

When you think of ways to level up your Personal Brand, you probably think more about the technical and practical...how to market, how to network, how to create content, etc.

But one of THE most important parts of your personal brand is your Emotional Intelligence, or your “EQ” (like “IQ”, but measuring your skill with human interaction rather than sheer factual intellect)

People with a high “EQ” - emotionally healthy people – have a level up on their competition because they do not let their emotions control them.

As a result, their relationships seem to go smoothly, they get their work done on time, they don't have financial challenges, and they maintain a healthy physique.

Happiness appears to be their most common emotional state. It's extremely rare to see them riled up...not because they're good at hiding it, but because they're very good at processing information rationally before reacting.

But their skill is not a secret voodoo magic that you can't learn. People with high EQ are no more talented or intelligent than you.

So, what's the difference? Why do they manage their life more easily and effectively than you do?

THINGS EMOTIONALLY-HEALTHY PEOPLE DO THAT OTHERS DO NOT:

1. Create healthy boundaries.

Successful relationships – both personal and professional – require healthy boundaries. When boundaries are undefined or unhealthy, the relationship will eventually have a negative impact on your life. Consider where you're vulnerable and create boundaries to protect yourself.

As your brand grows and your demands on your time become greater, this will become even more important. Being asked to sit on Boards, give talks, or volunteer are all very gratifying,

but if you're the kind of person who "keeps score", it means you have not mastered your emotional health. People with high EQ are measuring the value of an interaction, of a relationship, of a request, not in terms of what they can get out of it, but more in the sense of "does this align with my values, goals, and self-respect?"

When you think in those terms, it then becomes easier to set boundaries, because you know what you bring to the table, and you know what the reward will be as a result. If those two things are not in alignment, a polite "Thank you so much for asking me. While I don't think it's a good fit for me, I'd be happy to recommend someone else who would be perfect."

2. Delay gratification.

Whether you want to finish a project, lose 20 pounds, or get your work done before 5:00pm, it's necessary to delay gratification. For example, eating a cupcake now is more gratifying in the moment, but in the long run, forgoing cupcakes will help you meet your goal of losing weight.

That might sound very "Captain Obvious", but think of anything in your life that you consider to be a great success or that gives you great pride. Very likely, it took time to get there. Whether it's a dream vacation, a graduate degree, welcoming a new child into the family, achieving a milestone in your business....none of these happens overnight. And the things that supposedly fall out of nowhere are still the result of a string of seemingly unrelated actions that all build on each other slowly to converge into a single moment of seemingly dumb luck.

The point is that rushing to satisfy your cravings in the short term is only going to hurt you down the road. Emotionally-healthy people have stronger Personal Brands because they are playing a long game.

- Those that act impulsively and can't delay gratification lack the ability to follow through with wise long-term decisions. ***If you make life easy on yourself in the short-term, you pay the price in the long-term.***

3. Emotionally healthy people are okay being by themselves.

Can you sit by yourself with nothing but your thoughts? Or does anxiety create too much discomfort? People who can't sit in silence or be alone are often people who have not learned to cope with stress in a productive way, so their solution is to drown in out.

People with a high emotional intelligence are cognizant of that a range of emotions is a healthy thing. They do not avoid anger, fear, or guilt, instead channeling it for good and getting curious about it rather than numbing with outside stimuli like TV or social media.

People with high EQ also spend time in their head, daydreaming and seeing their vision for the future. This in turn leads to better decision making as they strive to move their brand toward it

4. They are able to adapt to change.

Do you go with the flow or does any change throw you for a loop? Emotionally healthy people are able to roll with the punches and maintain a positive attitude about it at the same time.

Obviously any big change in life can throw anyone for a loop, but people with lower emotional health suffer from extreme anxiety or short-tempered-ness even over the slightest variations in their course, and over the seemingly most trivial things like dinner plans, car pooling arrangements, or minor meeting delays.

As humans we are creatures of habit, but if you're building a personal brand, you're going to experience unexpected shifts in plans, and working to build up your emotional health is only going to serve you as you overcome them.

5. Deal with discomfort effectively.

Those that can't deal with emotional discomfort lead chaotic lives. It's only when the discomfort of not taking action becomes so great that they're finally able to do something. By then, it's too late. When you can take a deep breath and take effective action in the face of emotional discomfort, life is a snap.

We see this a lot in the plight of the perfectionist, so obsessed with avoiding judgement that they delay projects until the inevitable last possible moment. They say it's because they work best under pressure, but deep down there may be – just maybe – a subconscious escape route they're leaving open by being able to tell themselves that it didn't measure up because they had to do it in a hurry, when in reality, the rush was really the result of their own fear of success.

Those with high emotional health, however, know that their success in life is measured as a collective snowball of many variables, and that while yes, they want to put out the best possible product they can, they know that it alone will not define them if something goes awry. So they deal with the discomfort of showing off their work, sharing their idea, speaking at their conference, because they know in the long run it will be part of a very long running tally of achievements, and they know that they would rather deal with the discomfort of coming up short than the discomfort of wondering what might have been.

6. Love and respect others, even those who have what they want.

Only emotionally healthy people can truly love others in a positive way. ***To care, trust, and be invested in another person honestly requires us to love ourselves first.***

It matters in branding because if you cannot care about the people around you, you will never be interested enough to learn what motivates them, what their fears are, and subsequently, how you can help them. People do business with the people they know, like, and trust, and those relationships only come when you can genuinely celebrate the

achievements of others and see it not as a limit to what you have, but as an affirmation of what's possible.

7. Act proactively.

Are you able to look ahead and see the potential sticking points and then avoid them? Or do you wait until the wheels are coming off before you take action? Living well isn't just about skillfully dealing with challenges. Ideally, it's about intelligently avoiding them when possible.

A person with healthy emotions is able to build a solid Brand because they zoom out regularly and take in the full picture. They can see the entire forest, and all the trees, and look down the road to what might throw them off course. And they plan for eventualities, even if they are unlikely. Using the recent example of the global pandemic, the businesses that will come out on top are those that have been able to pivot quickly, and often those quick changes of course were due largely to foresight by leaders who had a backup plan in place, should they ever need to use it.

Are you emotionally healthy? ***Emotionally healthy people do things that unhealthy people do not.*** The ability to control impulses and deal with emotional discomfort effectively are two of the most important components of emotional health. Do you need to make a change?

Work to create habits that support these areas. Acquire these traits of the emotionally healthy and you'll find that you're living a life that you enjoy, and a personal brand you can be proud of.

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