



# Evidence-Informed Personal Branding in OT Leadership

Personal branding in leadership is not about self-promotion — it is about intentionally communicating your professional identity, values, strengths, and contributions. In occupational therapy leadership, strong professional presence is built through consistency, meaningful contribution, and authentic relationships developed over time.

*“Strong leadership brands are built through consistency, contribution, and relationships over time.”*



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## Clarify Your Professional Identity

- Identify your values, strengths, and leadership interests.
- Reflect on the impact you hope to have within the profession.
- Develop a concise professional narrative.



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## Align with Your Leadership Style

- Reflect on how your values influence your leadership approach.
- Develop a leadership presence that feels authentic and sustainable.
- Consider how communication, collaboration, and decision-making shape your professional identity.



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## Build Visibility Through Contribution

- Present, mentor, volunteer, or engage in advocacy.
- Share evidence-based resources and professional insights.
- Focus on contribution rather than self-promotion.



## Relationship-Centered Networking

- Develop authentic professional relationships.
- Seek mentorship and interdisciplinary collaboration.
- Build consistency in professional communication and follow-up over time.

## Leadership Branding Reflection Framework

Component	Reflection Question
Identity	What do I want to be known for?
Values	What principles guide my leadership?
Expertise	What strengths define my contribution?
Visibility	How do others learn about my work?
Relationships	Who supports my growth over time?
Contribution	How am I serving the profession?

