

CRAFTING YOUR PERSONAL BRAND

What Is It?

- How you communicate your unique value to an employer
- Unique, credible and relevant
- Helps to differentiate your skills, experiences, and abilities from other job seekers

How Does It Work?

- Markets your value in a clear, consistent, and attractive way
- Positions you strategically within your industry
- Gives you increased self-confidence and focus in your search

WHAT CAN AN EFFECTIVE BRAND DO FOR YOU?



- ✓ Builds credibility
- ✓ Differentiates you from the competition
- ✓ Refines and develops your focus
- ✓ Showcases your specialty
- ✓ Encourages consistency in your work

HOW TO CREATE YOUR **PERSONAL BRAND**

Your Brand = Who You Are and How You Add Value



- ✓ Your distinction (what differentiates you?)
- ✓ What's made you successful
- ✓ Your strengths
- ✓ How you serve organizations and/or individuals
- ✓ How you live your brand

I help _____ [who] to _____ [do what]
by _____ [how you do it]

- It's not a "pitch," it's an authentic way you add value. It is conscious, consistent behavior and thoughtful, strategic communication.
- Be specific, and state it in a way that's easy to understand and repeatable.
- Think of your audience - what is important to the person receiving your brand?



Your strategic **Personal Brand** is where your strengths, your aspirations, and the needs of the business meet.

"WHAT DO YOU DO?"

OLD: "I'm an Accountant."

NEW: "I'm a CPA who helps companies save money and improve profitability."

OLD: "I'm an event planner."

NEW: "I plan and deliver the best, most memorable parties."

OLD: "I'm a Sales Representative."

NEW: "I attract and grow profitable and loyal client relationships."



OLD: "I'm a Project Manager."

NEW: "I provide business analysis and application design, development, and implementation proficiencies to organizations seeking a dynamic, self-motivated professional to build and lead winning partnerships that produce exceptional results."

OLD: "I'm a new Computer Information Systems graduate."

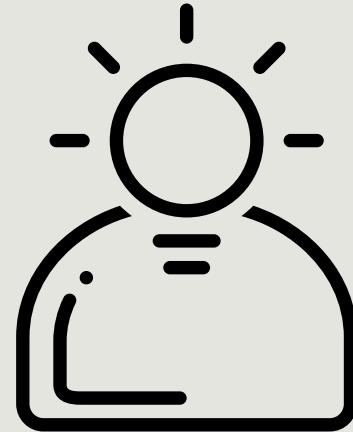
NEW: "I deliver current education and training in computer technology based applications with an enthusiastic, positive, 'can-do' attitude and trainability."

Try Out Your "New Way" Personal Brand!

Keeping Your Personal Brand Alive

Once you have defined your personal brand, it's important to nurture it and keep developing it over time.

If you employ these strategies, you will ensure your brand continues to grow:



- ✓ **Make or update a list of people you'd like to engage with more, such as a former manager or industry influencer**
- ✓ **Reach out to someone from that list**
- ✓ **Spend time looking for industry-related articles in your field and share them**
- ✓ **Use social media to share or comment on an industry-specific topic**
- ✓ **Make or update the list of improvements you'd like to make to your online presence**
- ✓ **Spend time to reflect on what you have accomplished and what you'd still like to make happen**



Managing YOUR MESSAGE

WORKBOOK

Your personal brand tells the story of **you**. It is what helps you stand out from everyone else in the crowd. When you apply for a job, you compete with sometimes hundreds of other people. Is your personal brand telling the story of you? Is it targeted to the employer so that it is relevant and making an impact?

Elements of a Good Story



- **Speaks to the Audience** People have different interests, perspectives, and goals. Your story should be compelling and interesting to whom you are targeting.
- **Has a Beginning, Middle and End** This usually takes the form of outlining a problem, identifying a solution, and providing an outcome. People like to have context, they like the story to go somewhere, and they like for it to have a resolution.

The Story of YOU...

The key to success in your job search and career development often comes down to how you're able to bring that special "something" to what you do everyday — some unique ability or skill that sets you apart and how that impacts an organization.



What are you known for in the workplace?

What do others tend to ask you to do or help with?

What special projects have you completed that made a difference?

Composing Your Story Elements

A typical story usually has four components – characters, a plot, setting, and conclusion. Your personal brand story should also have specific components. Here is an example of these elements:

<p>Your Unique Strengths</p> <p>Analyze complex data sets.</p>	<p>What Do You Want?</p> <p>I'm looking to secure a position within an accounting firm where I can use my talents to help clients budget and plan appropriate financial forecasts.</p>
<p>The Impact You've Made</p> <p>Uncovered budget shortfalls and saved the organization \$1.2 million.</p>	<p>Why Should They Hire You?</p> <p>I would make a great candidate because I possess the ability to analyze complex data sets and present them to clients in a way they understand.</p>



Your Unique Strengths

What Do You Want?

The Impact You've Made

Why Should They Hire You?

Pulling It All Together

Now let's take all of these elements and put them together into a cohesive story. Building on the example above:

"I have a passion for analyzing complex data sets. In my current role, I've been able to uncover budget shortfalls saving a client \$1.2 million. I'm looking to secure a position within an accounting firm, where I can use my talents to help clients budget and plan appropriate financial forecasts. I would make a great candidate, because I possess the ability to analyze complex data sets and present them to clients in a way they understand."

It's your turn! Pull in your story elements to create your own unique personal brand story:



Reshaping Your Story

Your personal brand story is YOU. **It needs to be something that you live, breathe, and consume on a daily basis.** Everyone that interacts with you should know your story. This story should be present throughout your job search. Here are examples of stories successfully incorporated into a résumé and a LinkedIn profile:



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SALES ENABLEMENT & READINESS PROFESSIONAL

TRAINING & DEVELOPMENT | PROCESS IMPROVEMENT | CREATIVE THINKING & PROBLEM SOLVING

Proactively developing talent and solutions to connect company vision with an amplified sales experience.

About

I like to solve problems. Throughout my life, I have been driven to find solutions to get past the most pressing stumbling blocks. As a child, I remember spending hours outside in the rain while I worked on fixing the hole in the umbrella being used as a roof on my brother's tree house, so that he could sleep in it on Halloween night.



As an adult, this ability has translated into being able to quickly uncover a client's pain point and identify a strategic solution - whether I find the perfect song for a training video, or discover a rare skill in a sea of candidates.

With my refined skillset, I bring customer-centric mindfulness that enables firms to innovate and thrive. Driven by a desire to help, I anticipate needs and achieve results without sacrificing warmth and humor. I love to learn, but I also love to teach and have a talent for simplifying complicated concepts so that they are easily understood by others. I educate on best practices, identify opportunities for growth and adoption, and provide measurable results to prove value.

Common Networking Question: What Do You Do?

A typical response to this common question would be to just state your job title. But what if you made it into more of a story? What you DO is not your title or position - what you DO focuses on the problems you solve. Your personal brand should address:

- What distinguishes you professionally
- What you are passionate about in your work
- Your value

WHAT DO YOU DO?

OLD: I'm an Accountant.

NEW: I'm a CPA who helps companies save money by creating data-driven forecasts.



OLD: I'm a Sales Representative.

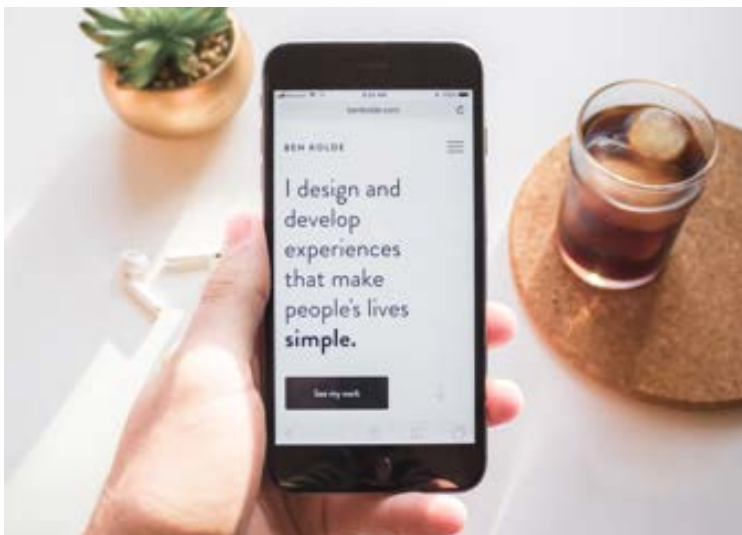
NEW: I'm a consultant who attracts and grows client relationships by listening to their needs and creating innovative solutions.

OLD: I'm a recent graduate.

NEW: I'm a Computer Information Systems graduate and I'm looking to use my passion for building networking systems into a career.

OLD: I am a Project Manager.

NEW: As a project manager, I analyze business needs and help implement new strategies. I'm looking to advance within my current field and grow my skillset.



I HELP _____ [WHO]
TO _____ [DO WHAT]
BY _____ [HOW DO YOU DO IT]
_____ [RESULTS]?

