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CONNECTIONS

EMPOWERING EMPLOYMENT SUCCESS

personal BRANDING

What is Personal Branding, and why should you care? In today's job market, your brand can be the difference between getting an interview and getting passed over. Developing and controlling your personal brand will get you noticed and make you stand out from other candidates. This webinar will help you create a branding statement that tells employers who you are and what you bring to the table. We will cover:

- **What is a personal brand?**
- **What is personal branding?**
- **Why personal branding matters to your job search?**
- **How do you build a great personal brand?**

What is a Personal Brand?

Companies and businesses all have a brand. Each one wants to be distinct and instantly recognizable. This brand helps us consciously or unconsciously make purchasing decisions based on our relationship and history with that brand. **You** also have a brand. Your brand is the perception of you held by the world. It is a combination of your attributes, values, drivers, strengths and passions. Your brand is your reputation.

Your brand makes you unique and differentiates you from your peers. It helps others decide if they should trust you, like you, want to be around you, or hire you. Your brand is your calling card and is how others know you. Your personal brand is the **total** experience of having a relationship with you.

Brands you DON'T want:

- She's always late
- He has a bad temper
- She can never be serious
- He's lazy
- You can't trust her
- He has no focus

Brands you DO want:

- She is so dependable
- He gets along with everyone
- She has a great sense of humor
- He is a hard worker
- You can always rely on her
- He always gets the job done



What do you think your brand is?

How would other people (bosses, coworkers, friends) describe you?

What is Personal Branding?

Personal branding is the ongoing process of intentionally establishing an authentic image or impression in the mind of others about you. Personal branding is a marketing campaign that highlights your accomplishments, showcases your valuable skills, and reinforces your values through your actions and interactions with others.

“We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called you”

Tom Peters

***“If you are not branding yourself,
you can be assured that others are doing it for you.”***



How have people described you in the past?

How would you like to be described?

Why does Personal Branding Matter to your Job Search?

In the digital age, your personal brand connects to your online presence. Everyone can stand out and project different versions of themselves into the world. With so many people applying for the same positions, you must stand out for the right reasons.

An important part of the hiring process is the research on you that a hiring manager will perform. More than one-third of employers say they are less likely to interview candidates if they cannot find information about them online. They will research you online and call your previous employers to find out more about you.

A personal brand will provide a hiring manager critical information about you.

A personal brand builds your network. By putting in the work to get your brand out there, you will have more people contact you instead of you having to contact them.

A personal brand makes you more memorable. Your Personal Brand can answer one big question, what makes YOU unique?

Google yourself.

What did you find?

Is it something you would like a potential employer to find? Why or Why not?

How do you build a great personal brand?

1. Discover your Personal Brand

Building a great personal brand starts by being self-aware and being able to identify what makes you a desirable candidate and what makes you stand out from the rest of the candidates. Really understanding what you have to offer, helps you align with something that prospective employers value.

To start, you should identify your **STRENGTHS, WEAKNESSES, VALUES, PASSIONS** and **PURPOSE**.

STRENGTHS AND WEAKNESSES:

Knowing and understanding your strengths is a valuable tool. Strengths are a unique combination of your skills, talents, knowledge and experience. You have many strengths, some are obvious, but many others aren't. Think about the things that you do better than anyone. What are the things you are good at naturally? What do others say about you? What do you highlight on your resume?

It is also essential to understand what your weaknesses are so that you know how to build upon them and improve them. Your weaknesses hold you back from achieving many great things. Weaknesses are areas that you have the power to improve, and can be anything ranging from professional to social inadequacies.

YOUR TURN - Create a list of your top five strengths and weaknesses. Feel free to use the provided list for additional suggestions.

What are your top five strengths?

1. _____
2. _____
3. _____
4. _____
5. _____

What are your top five weaknesses?

1. _____
2. _____
3. _____
4. _____
5. _____

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Examples of Strengths

- Analysis
- Approachable
- Brainstorming
- Coaching
- Conflict Resolution
- Considerate
- Coordinating Events
- Creative
- Crisis Management
- Data Analysis
- Decision-Making
- Delegating
- Ethics
- Expressing Ideas
- Facilitating
- Focusing on Details
- Forecasting
- Forward-Thinking
- Generous
- Goal Setting
- Innovative
- Inspiring
- Listening
- Management
- Motivating
- Negotiating
- Organizing
- Passionate
- Persuasion
- Presenting
- Problem Solving
- Record Keeping
- Resourceful
- Speaking Effectively
- Strategic
- Team Building
- Technically Savvy
- Time Management
- Training
- Writing Effectively



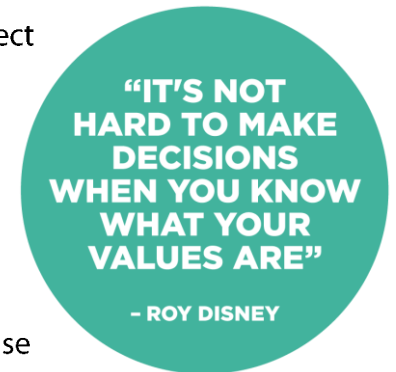
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VALUES:

Your brand values are a set of guiding principles that shape every aspect of your brand. They are placed at the core of your personal brand and dictate message, look and personality.

Your values affect the choices you make and the actions you take. Your values are the main reason that people will choose to connect with you versus others.

YOUR TURN – What do you consider to be your top five core values? Use the list below as examples.



What are your top five values?

1. _____
2. _____
3. _____
4. _____
5. _____

Examples of Values

- Authentic
- Authority
- Balanced
- Bold
- Community
- Compassionate
- Competent
- Creativity
- Determination
- Fair
- Honest
- Influential
- Integrity
- Kind
- Knowledgeable
- Leadership
- Learning
- Loving
- Loyal
- Meaningful Work
- Open
- Optimistic
- Recognition
- Religion
- Responsible
- Respectful
- Self-Respect
- Stable
- Successful
- Trustworthy

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PASSIONS AND PURPOSE:

Understanding the passion and purpose behind your career is a significant step towards building your brand. In your job, the **passion**, that emotional motivation you have for what you do, is an intrinsic feeling. What do you like about your career field or specific job duties? How does the work make you feel? The **purpose** of your job is how the work you do impacts others.

Example: *A history teacher is **passionate** about history, but their **purpose** is to educate and inspire others.*

YOUR TURN - Take a few minutes and consider your career fields, what aspect of it you are passionate about, and what your purpose is in doing it.

What are you passionate about?

What is your purpose?

2. Create a Personal Brand Statement

Once you have identified the unique aspects that drive you to do good work, you will craft them into a personal branding statement. Read through the examples below for a good personal branding statement.



3. Communicate your brand by sharing parts or all of your brand statement

A big part of your personal brand is owning it and making it yours. That means working it into your everyday world. You must live and breathe your brand.

Remember, if you are this brand, then how you look is a part of the packaging. Does your current “look” reflect your brand?

Here are some ideas of how you can incorporate your brand into your life:



Where are you going to incorporate your personal brand first?

4. Reinforce your brand for the long term

Once you have written your brand statement and are sharing it with the world, you need to participate in activities that reinforce your brand. Your actions and behaviors need to be consistent with what your brand says about you, or the words in your brand don't really matter. If your brand says that you are organized, then you need to be organized. Over time, these actions will become second nature and you will truly own your brand.

When you want to update your brand with a different focus, start by developing the new skills that will illustrate your changing brand. Your brand statement is never set in stone and as you change, your brand changes. Continue to refine and develop an authentic personal brand that highlights the skills and values YOU want to communicate.