

All we need to know about ...

# Personal Branding

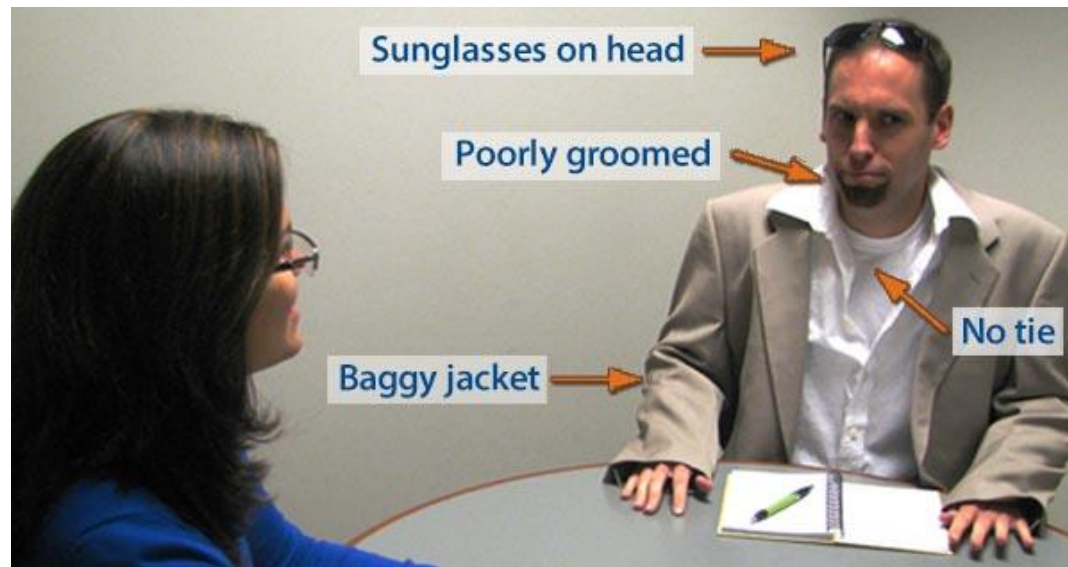


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# Did you know that ...

It takes employers or scholarship committee members over **30 seconds** to make the first impression?



# Did you know that ...

Some employers or scholarship committee members Google applicants before they invite them to a face to face interview?



# Did you know that ...

Your social media profile tells a lot about you?



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# Did you know that ...

Your clothes / hair / makeup / jewelry make the first impression?



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- “It’s what you do that makes you who you are, and how you project that to others that makes you memorable.”
- - Dan Schawbel, Millennial Branding





Your **PERSONAL BRAND** is how **YOU** market yourself and your value to others

- What makes you unique?
- What's your competitive edge?
- What are the three words that come to the mind when people think of your name?





## Helpful Adjectives:

- Open mind
  - Friendly
  - Determination
  - Visionary
  - Positive
  - Strategic
  - Creative
  - Present
  - Focused
  - Flexible
  - Inspirational
  - Sense of humor
  - Compassionate
  - Patient
  - Results-oriented
  - Analytical
- Driven
  - Passionate
  - Collaborative
  - Personable
  - Energetic
  - Friendly
  - Trust
  - Courage
  - Respect
  - Integrity
  - Passion
  - Innovation
  - Transparency
  - Adaptability
  - Reliability
  - Accountability
- Leadership
  - Vision
  - Quality
  - Diversity
  - Service
  - Helping others
  - Education
  - Competence
  - Respect
  - Responsibility
  - Expert
  - Unflappable
  - Competent
  - Giving back
  - Honesty
  - Confident





# What is Personal Branding?

Personal branding is the process of **how we market** ourselves to others.

The process by which individuals differentiate themselves by identifying and articulating their unique value and then presenting it through a specific message and image to achieve a specific goal.



# Your Focus...

" Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding.

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, Management Expert**



*Your brand is what other people say about you when you're not in the room.*

*Jeff Bezos, CEO & Founder of Amazon*



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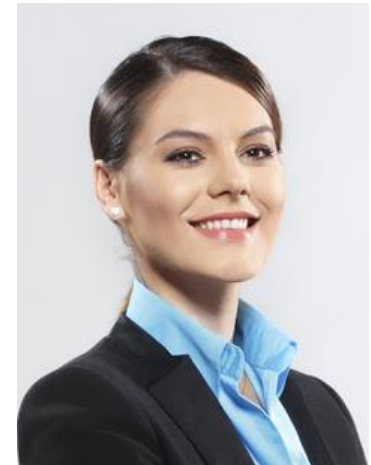
# Benefits of Self-branding

- Enhances your self awareness
- Helps you clarify and reach your career goals
- Creates visibility and presence
- Offers more control and power for you
- Offers resilience and early career growth
- Helps you standOUT amongst your peers



# Without Personal Branding

- You can get lost in the marketplace
- Have a disadvantage compared to others
- Lose significant career opportunities
- Limit your reach



# What is your brand?

**1. Self-Impression = Perception (Deal with this first)**

**2. State of mind (make it a priority)**

*A positive attitude causes a chain reaction of positive thoughts, events and outcomes. It is a catalyst and it sparks extraordinary results. ~ Wade Boggs*

**3. Remember the basics:**

**Who are you? (Be genuine)**

**What do you do? What makes you unique?**



# 4-Step Branding Process

Discover your brand

Develop your brand

Communicate your brand

Maintain your brand



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# Step 1 - Discover your Brand!

## Insights about YOU

- Goals
- Personal Drivers
- Values
- What are you passionate about?
- What are you known for?
- What do you have answers to?

## Insights from others

- How do others describe you?
- What are the three compliments people make about you?
- What about you makes people stop, watch and say **WOW**?



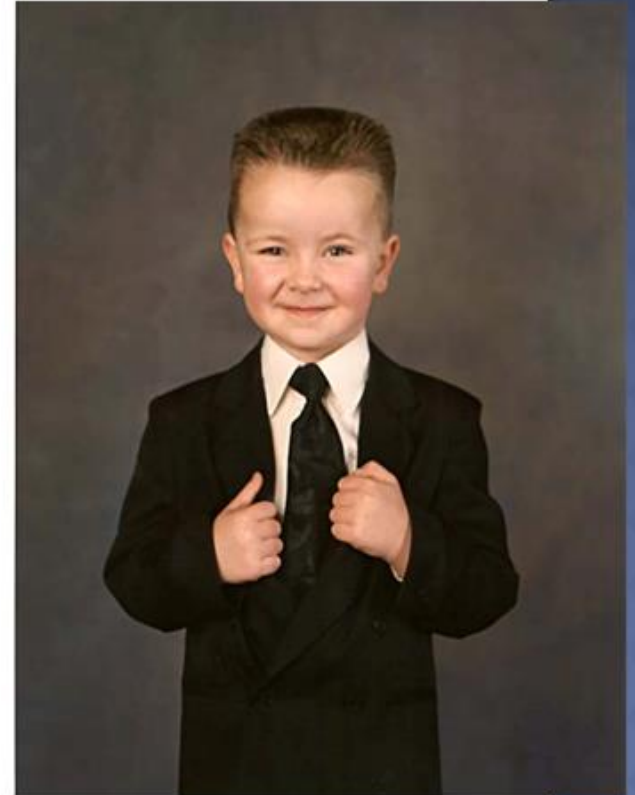
# Step 2 - Develop your Brand!

## Identify your target audience

- Write a professional profile for your target audience “You are the only/best person on earth who can (Should also be on the top of your resume)
- Understand your “unique value proposition”; use your own ability
- Answer why are you the “go-to-person” for your field/area of expertise? (accomplishments)
- Find five personal brand attributes (**strengths**)



- “ A young, ambitious ASEM student is looking for a challenging opportunity in a well known company to learn more about how to become a successful entrepreneur.”



- *“A 19 year old student from ASEM with previous experience in marketing and design for the school newspaper, mastering PhotoShop and Corell, is interested to apply for a part time job which could use his expertise.”*



## 2008-2009 Sales Manager, Alina Electronics

- *Develop a business plan and sales strategy*
- *Responsible for the performance and development of the Account Executives.*
- *Prepare action plans*
- *Initiates and coordinates development of action plans to penetrate new markets*



## 2008-2009 Sales Manager, Alina Electronics

- ◎ *Developed a business plan and sales strategy which increased “Alina Electronics” sales by 5% in one quarter*
- ◎ *Prepared the Easter Sales action plan which resulted in doubling seasonal sales as compared to 2006 and 2007*
- ◎ *Initiated and coordinated the development of the action plan to penetrate the North Moldova markets, resulting in opening an “Alina Electronics” stores in Balti and Soroca*



# Data !!!

- Provide quantitative and qualitative data wherever possible (statistics, sales, promotional campaigns, specific names, years, geographical locations, etc)





# Step 3 – Communicate your Brand

- Create a Communications Plan
- Select a combination of vehicles to reach your Brands target audience and that play to your strengths
- Remember Clarity, Consistency, Constancy = (Transparency)

## Tangible

- Personal website
- Blog
- Social Networks
- Business Card
- Resume (Accomplishments/Achievements)
- Portfolio (CD/Web)
- Reference Documentation

## Intangible

- Name
- Appearance
- Competencies
- Personality
- Mission
- Vision
- Values



## Step 4 – Maintain your Brand

- Have you ever searched for information about yourself online? “Google” yourself; set up Google Alert
- Be consistent ; “walk your talk”
- Assess your brand regularly (Linkedin)
- Gather feedback (ask others for recommendations)
- Evolve to stay relevant - The best brands are flexible (multiple copies of your resume)



# Google alert

- Google Alerts launched in 2003. **The service allows you to monitor the web, and notifies you via an email alert when a new result matching your search query appears.**
- It allows you to monitor any keyword or keyword phrase you like. If it appears in Google's search engine results, you'll get an email alert.



# Tips for standing out and building credibility

- Back up your crazy claims by controlling the online community. Your online reputation is becoming increasingly important! People are going to check you out...
- Your Personal Brand:
  - Buy your own Domain Name
  - Utilize Online Social Networking: LinkedIn, Facebook, YouTube, Twitter, Word Press

LinkedIn®

facebook

YouTube

twitter



- Reputation Management...Building Credibility



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# Networking: are you active outside school?



# Volunteering goes a long way

- Getting involved in helping others can really add meaning to your work and help you meet potential customers or employers.



Wolfson Children's Hospital



# ***FINAL NOTE***

## **LIVE YOUR BRAND**

One of the ways you can make building a personal brand difficult on yourself is to separate your brand from who YOU are.

Be YOU!

Improve YOU!

Confidently market YOU!







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