

Personal Branding

UCC Careers Service

Session Overview

- Personal Branding: An Introduction
- Personal Branding: A 10 Point Plan
- CV's v E-Portfolios
- Exercise: Creating a Brand
- Exercise: Visualisation

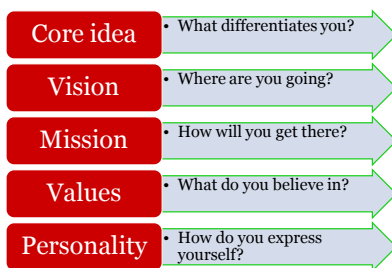
What's in a brand?



What is Personal Branding?

- What's unique & authentic to you
- What's differentiating from your peers
- What's relevant & compelling to the people making decisions about you.
- **“A brand is what people say about you when you are not in the room” – Jeff Bezos, CEO Amazon**

Brand Components



Why Branding?

- Social Networking is skyrocketing while email is plummeting. You need to establish an online presence.
- It's harder to find jobs traditionally anymore. In order to get a job you have to be creative, attract jobs to your social network, blog, website, e-portfolio etc.

Why Branding?

- People are managing their careers as entrepreneurs. A “Careerpreneur” describes a professional who manages their career like an entrepreneur, always looking for the next big opportunity.
- A recent survey of 1,623 employed Generation Y’ers found that 35% have started their own businesses on the side to supplement their income.

Why Branding?

- The traditional CV is now virtual and easy to build through e-portfolio’s, LinkedIn, websites etc.
- Job seeker passion has become an important deciding factor in employment. Your online presence should communicate what you are truly passionate about.

Why is Personal Branding important?

- Personal Branding enhances your self-awareness
- Personal Branding helps you clarify and reach your goals
- Personal Branding helps you create visibility and presence
- Personal Branding is about differentiation
- Personal Branding offers more control and power
- Personal Branding creates wealth
- Increases visibility and value: You become the expert for those needing your solution

Why you need a personal brand.....

- Competition for jobs is fierce since there are huge numbers of people looking for work.
- Without a well built personal brand, you could remain just another number in an overcrowded field.
- You must somehow stand out from most others in order to be selected for what you have to offer. You need to be remarkable!

The Brand called “YOU”

- What does your brand reflect?
- What do you want your brand to reflect?
- What are you doing to enhance your brand?

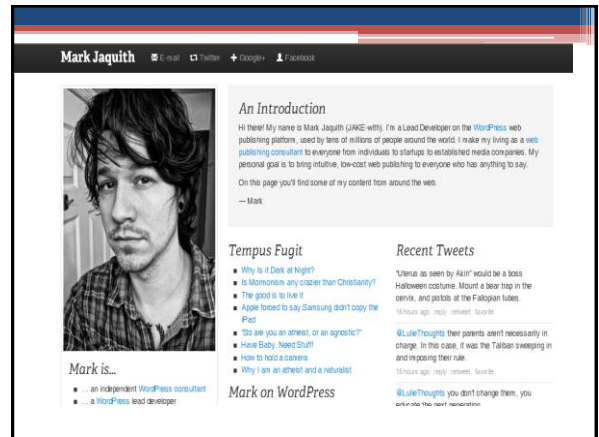
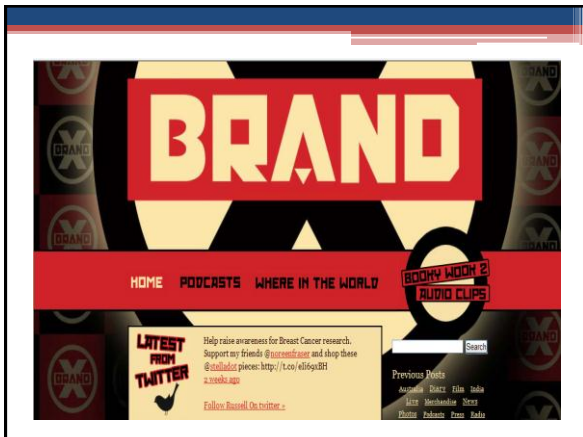
5 Steps to Branding

- Consistency
- Understand the target audience
- Message/communication is clear
- Creative design/brand identity
- Relevance



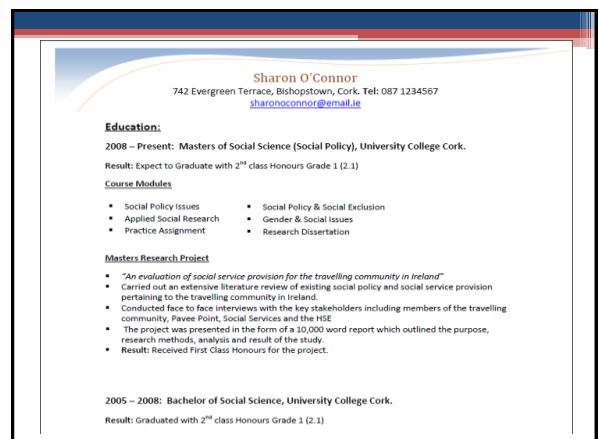
Developing and Communicating Your Personal Brand: A 10 point plan

- 1. **Personal Blog or Website:** The cost of developing a website or blog is no longer that expensive. If you enjoy writing then a blog is certainly a better option. Ideally a website would be of your own name domain. Blogs also rank higher in search engines.



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- 2. **Traditional Tools:** You can't forget CV & Cover Letter. When executed effectively they are essential marketing tools. The design, fonts and format will emphasise and support your brand. Include links to your online presence.
- Your CV should have a distinctive branded look which should be carried through with all your career marketing communications i.e. Eportfolios, business cards, social networking sites, blog, website etc.





Branding CV's

- Instead of a Personal Profile, think more in terms of a "Branding Statement".
- Your Branding Statement should sum up your value proposition, encapsulate your reputation, showcase what sets you apart from others, and describe the added value you bring.

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- **3. PR Activity:** Generate PR for yourself within printed media. Write articles for online sites and popular blogs.
- Generating PR within printed media and radio.

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- **4. Business cards:** It doesn't matter if you are a student or a CEO, everyone should have their own business card. Business cards can be sourced on the internet.....for free!

Business Cards



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- **5. E-portfolio:** A great way to showcase the work you have done in the past, and the work you are doing now.

Home

Welcome to the electronic portfolio of
Katharine Marie Amalfitano!

Education Information

Major: Health Science
Concentration: Pre-Professional Health Studies
Minor: Business Administration
Year: Senior
Anticipated Graduation: May 2012
Major GPA: 4.0/4.0

This portfolio showcases a variety of my professional documents, academic work, and extracurricular experiences representative of the highlights of my undergraduate education at Clemson University.

Please feel free to browse my work and contact me with any questions that you may have!

Thank you for your time and interest!

Professional Documents

- Resume
- List of References
- Personal Statement
- My LinkedIn

Health Science Internship

- Internship Goals and Objectives
- Internship Overview
- Powerpoint
- Research Presentation
- Research Data Spreadsheet
- Ongoing Pregnancy List
- IVF Data Additions
- Research Abstract
- Fertility Center of the Carolinas
- CITI Certification
- Public Health Determinants and Trends

Home

Welcome to my Health Science Portfolio!

This site provides you my professional documents, internship experience, volunteer experience, and education information as well as some additional information so you can learn a little bit more about me. You can also access my CUI ePortfolio to see more of my work.

Please feel free to look around and contact me with further questions.

Thanks for stopping by!

Carter Ellis Williams

In Cape Town, South Africa while studying abroad on Semester at Sea.

Developing and Communicating Your Personal Brand: A 10 point plan

- **6. LinkedIn:** A fantastic online resource. A combination of CV, cover letter, references document and a moving and living database of your network. See great YouTube videos on how to use LinkedIn to find a job, to network etc.

LinkedIn People Jobs Answers Companies

Account & Settings | Help | Sign Out | Language

Explore People Search Engineers at IBM - Internet - Senior Consultant

Mark Presnell Director, Career Center at Johns Hopkins University
Washington D.C. Metro Area Education Management

Current

- Director at Johns Hopkins University

Past

- Senior Associate Director, Career Center at University of Rochester
- Director of Architecture Career Services at University of Virginia

Education

- University of Kansas
- Purdue University

Connections 149 connections

Websites

- My Company

Public Profile <http://www.linkedin.com/in/markpresnell>

Summary

Career professional with a track record of developing comprehensive career services for both undergraduate and graduate students. Ability to create programs and services that fit diverse students, and recruit to identify both entry-level and advanced talent. Experience counseling and advising students and alumni in a wide range of fields including consulting, finance, government, non-profit, biotechnology, engineering, and research.

Specialties

S&B and MBTI interpretation, student development, career counseling, employer relations, alumni relations, networking

Send Message

Add Mark to your network

Forward this profile to a connection

Search for references

Flag profile photo as...

Ads by LinkedIn

The Document of Your Life
Resume Can Change Your Career
Award-Winning Shimmering Resumes
New ShimmeringResumes.com

SMB SurvivalKIT
Practical insights into infrastructure and professionals on demand for SMBs
www.SMBKit.com

Who's my friend?

Now you're connected to Mark

You

Lindsay Putak

Mark Presnell

Adam Nash Sr. Director, Product at LinkedIn
San Francisco Bay Area

Profile Recommendations Connections

Current

- Sr. Director, Product at LinkedIn, Inc.

Past

- Director, eBay Express North America at eBay, Inc.
- Associate Partner at Atlas Venture
- Product Manager at Priceline Systems, Inc.

Education

- Harvard Business School
- Stanford University
- Stanford University

Recommended 7 people have recommended Adam

Connections 600+ connections

Industry Internet

Websites

- Personal Website
- Personal Blog
- We're Hiring @ LinkedIn!

Hi-Tech Startup Staffing
We staff technology startups. Engineering, PM, Marketing, Sales
www.venture-staffing.com

Riviera Partners
Executive Search for early stage Technology Innovators
www.rivierapartners.com

Adam Recommends

People (4)

- Chuck Fletcher
Manager, PMO, eBay
(1) Chuck Fletcher is an invaluable asset in any

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- **7. Facebook:** Can also be used in looking for work and networking. See excellent YouTube videos on how to use Facebook to find a job.

Tips for Personal Branding Success on



- Set your vanity URL
- Check your privacy settings
- Get a professional picture
- Fill in professional details
- Use BranchOut as the LinkedIn of Facebook
- Add your Blog RSS
- Useful status updates please
- Time to quit the games

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- **8. Twitter:** Your Twitter profile should also reflect your information on LinkedIn and Facebook. Include links to blogs, LinkedIn, Facebook etc. Tweet to advertise any new information, blogs and so on.



Tips for Personal Branding Success on



- Share links with what you read concerning your industry or profession
- Comment on the current affairs or hot topics of your industry or profession
- Re-tweet either of the above from people that you follow
- Let the world know if you are attending a professional event...and share the link!
- Reach out to your industry peers, potential mentors, and thought leaders...you will be surprised how easy it is to communicate with and potentially develop relationships with people that you've never met on Twitter
- Join a relevant #chat and participate
- Ask questions related to your industry and see what your peers following you think

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- **9. Video CV:** A short video of you talking about why you are the best for a specific job opportunity. A 60 – 90 second career commercial. Link to all social networking sites and blogs.
- <http://www.videojobs.ie/pages/sample-vcv/>
- <http://www.sliderocket.com/blog/2011/09/how-i-landed-my-dream-job-with-a-presume/>

Developing and Communicating Your Personal Brand: A 10 point plan

- **10. Wardrobe:** Your personal style is tangible and is extremely important for standing out from the crowd. Select clothing that best represents you as it will be viewable through your online presence, as well as when you meet people in reality.

You are what you wear





Employing an e-Portfolio as part of your Career Development Strategy



CV's poor odds with high stakes



E-Portfolio

- Career summary/goals
- Professional philosophy/career mission
- Skills, abilities, marketable qualities
- Lists of accomplishments
- Work experience
- Samples of work
- Research, publications, reports
- Testimonials
- Awards and honours
- Conferences
- Transcripts
- Professional development activities
- Volunteering
- References

CV versus E-Portfolio

- | | |
|---|--|
| <ul style="list-style-type: none"> • CV • A snapshot • 2 pages • Out of date quickly | <ul style="list-style-type: none"> • E - Portfolio • Up to date • Developmental • Comprehensive -360 degree picture • Concrete examples of your work • Highlights your competencies • Improves your visibility |
|---|--|

- Florida State University have 20,000 users of a career portfolio programme
- 693 students were surveyed
- *% of students who strongly agreed or agreed that the Career Portfolio allowed them to:*
 - Show evidence of skills developed in their academic programmes (85%)
 - Communicate skills to employers (85%)
 - Show evidence of their skills to obtain and maintain employment (83%)

Feedback

- Obtained feedback from employers who recruit on their campus
 - Indicated interest in an online portfolio system (88%)
- Employers reactions regarding the usability and effectiveness of the Career Portfolio
 - Validating candidates skills (98%)
 - Assessing candidates qualifications (95%)

Advantages of e-Portfolios to employers

- Qualified candidates are available at a “click”
- Serve as an initial pre-screen of a candidate
- Less money spent on job advertisements
- Increased interaction with potential candidates
- Access to an extended network of potential candidates
- Better quality of applicants to job openings
- Create a talent pipeline for future openings

Some points to consider.....

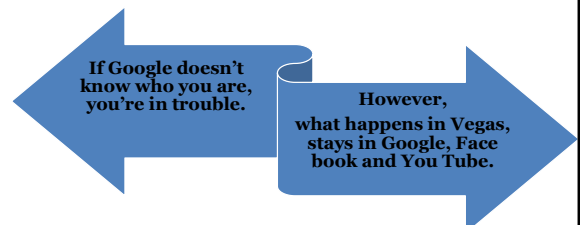
Reputation = Association



Don't want to be part of this - too late

- You and your products are already online
 - Check Google, LinkedIn, Facebook, Slideshare, Google scholar, websites, blogs, bios, photos.
- Who is assessing you and why?
- Your brand develops as you pursue your goals
 - The value you provide to a potential employer

On Line Reputation Management



Audit: Rate Yourself!

Name	Are you known? And to whom?
Picture	What does it say about you?
Reputation	How would colleagues describe you? How do you want to be described?
Visibility	Where are you positioned? Have you got followers? Who do you want to add to the list?
Credibility	Who knows what you value, are passionate about?
Relevance	What added value are you giving/can you give to stakeholders
Brand Identity	Can your work be identified? Do you stand out? How?



Visibility is as important as ability

Exercise: Creating A Brand



Create A Brand to rival Apple



- Create a brand name
- Write a Tagline
- Design a Logo
- Explain the company's vision
- Outline the company's values
- Make a brief presentation of the company website.

Brand Components

- What is your passion and purpose?
- What are your values? What do you stand for?
- What are your short term and long term goals?
- How do you want to be perceived?
- What are your core strengths?
- Who is your target audience?
- Who is your competition?
- What makes you different?

Johari Window



Visualisation Exercise

