

# **PERSONAL BRANDING STATEMENTS: HOW TO TALK ABOUT YOUR SKILLS, SUCCESSES, AND GOALS**

Paulina Cisneros

#UWSC2019

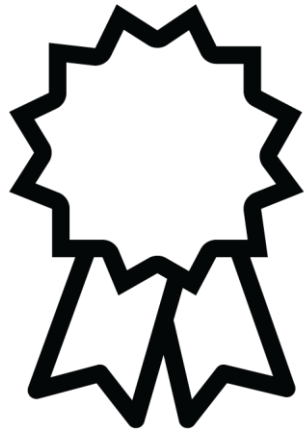
Eva Skuza



UNIVERSITY OF  
**WATERLOO**

**WATERLOO**  
**STAFF**  
**CONFERENCE**  
ORGANIZATIONAL & HUMAN DEVELOPMENT

# TEMPERATURE CHECK

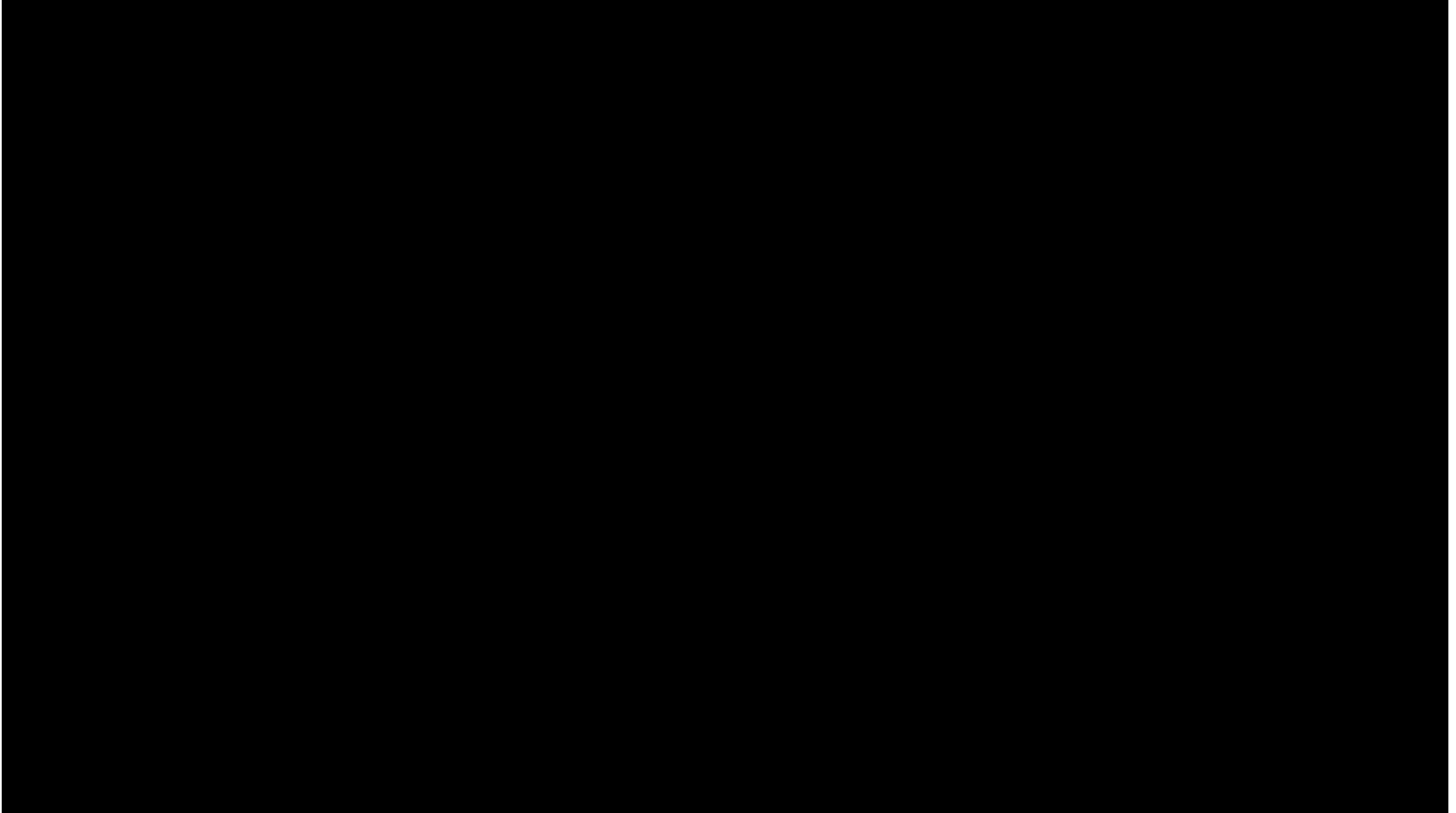


Ribbon

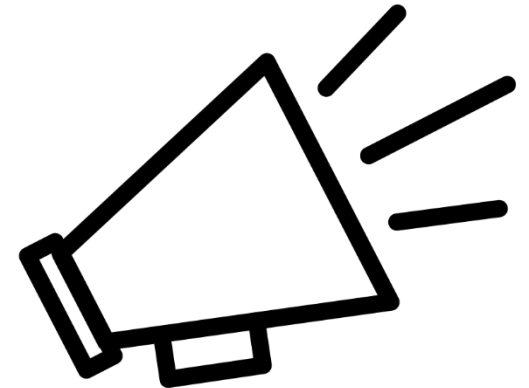
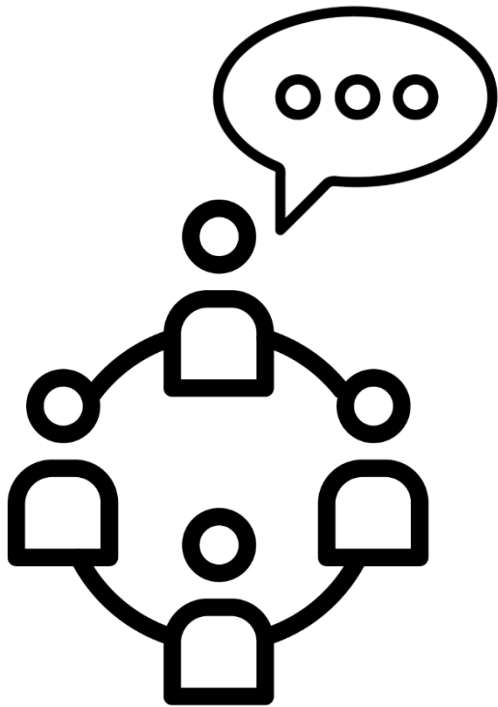


Cat with laser eyes in space

# TALKING LASERS



# **COMMUNICATION MATTERS**





Paulina Cisneros • 1st

Career Advisor @ University of Waterloo | Newcomers to Canada Specialist | Local Arts/Culture Champion | Public Speaker

Waterloo, Ontario, Canada

Message

More...



University of Waterloo



Wilfrid Laurier University



See contact info



See connections (500+)

I use my zest for life, empathy, passion for coaching and experience in human resources and employment counselling to help undergraduate University of Waterloo students identify and articulate their strengths through individual coaching and workshops.

# LinkedIn Profile

# How long does it take to make a first impression?

**3 seconds**

**7 seconds**

**2 minutes**

# THREE WORDS



# GUIDING QUESTIONS

- Name
- What do you do?
- What do you love about what you do?
- Is there a **skill** or **experience** that you would like to try to develop or explore in the near future?

# NEXT STEPS

1. Jot down three words that come to mind when you think of your neighbour.
2. Pick one of these words and share it with your neighbour.
  - Explain why you chose that word or why that word came to mind.
    - i.e. Your first impression!
3. Switch.



floating hand

# **PERSONAL BRANDING STATEMENTS**

# HARVARD BUSINESS REVIEW

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“...how to make others see where you’re going,  
instead of where you’ve been.”

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[https://hbr.org/2013/04/take-  
control-of-your-personal.html](https://hbr.org/2013/04/take-control-of-your-personal.html)

# INC.COM

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“...knowing how to tell your story with a limited amount of characters, on the right platforms, and to the right audience.”

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<https://www.inc.com/young-entrepreneur-council/the-beginners-playbook-to-building-a-personal-brand.html>

# **THEUNDERCOVERRECRUITER.COM**

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“The personal brand statement is not a job title.

A job title is what others will try to classify you with,  
what employers and others want you to be to fit you  
into a corporate setting.

You deserve better than that.”

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<https://theundercoverrecruiter.com/how-craft-your-personal-brand-statement/>

Redefining business,  
promoting digital  
transformation, and  
creating innovative  
market and data-driven  
strategies that deliver  
powerful solutions.

I use my 12+ years of  
HR experience to help  
job seekers by creating  
interview-winning  
resumes for those who  
don't have the time,  
experience, or  
expertise.

# PERSONAL BRAND TEMPLATE

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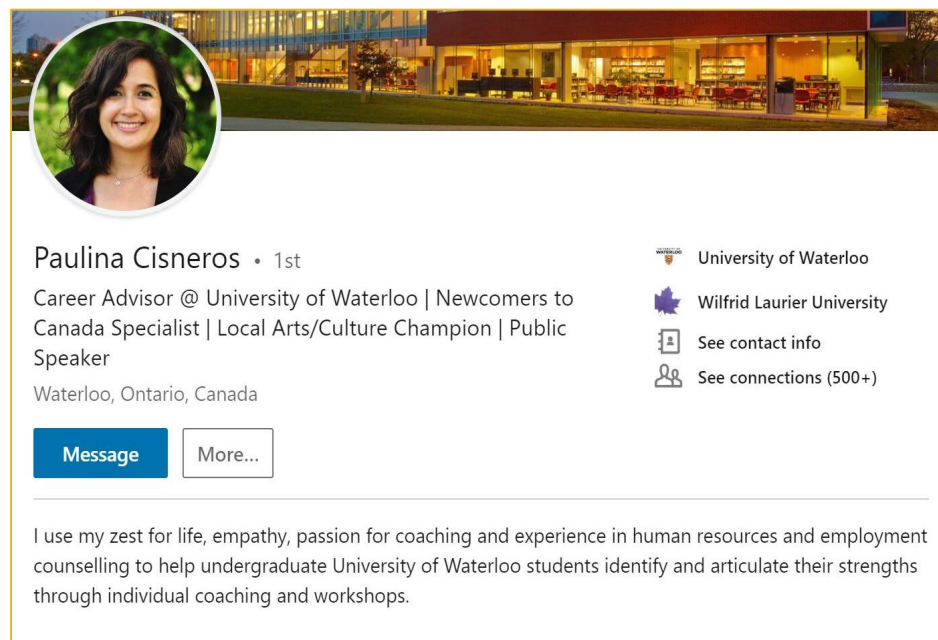
“I use my word 1, word 2 and word 3 and  
experience in \_\_\_\_\_ to help  
\_\_\_\_\_ by \_\_\_\_\_.”

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TEMPLATE

# PERSONAL BRANDING STATEMENT

1. Grab your “three words”.
2. Take five minutes to write personal branding statement.
3. Share with your neighbour.
4. Put it in the summary section of your LinkedIn profile.



# IF YOU LIKED THIS, DID YOU KNOW ABOUT...?

## Career Development for Employees

You should  
go see  
Sue Fraser!



professionals talking

CENTRE FOR CAREER ACTION

**Helping you develop  
your personalized career  
strategy**

At the University of Waterloo, career development is a shared responsibility — driven by employees, enabled by managers and supported by the University.



# CENTRE FOR CAREER ACTION



**ALL STUDENTS:**

**Regular  
Co-op  
Undergrad  
Grad  
Post-docs  
(all levels)**



**ON:**

**Job Search Tactics**  
(résumé, interview,  
networking)  
**Career Strategy**  
(career exploration)  
**Grad/Professional  
School Prep**



**THROUGH:**

**Individual 1:1**  
(in person, phone,  
Skype)  
**Co-op Consults**  
(15 min. drop-ins)  
**Workshops**  
**Online Resources**

# CareerHub.uwaterloo.ca

CareerHub

Logged In As Pecisner

BROWSE SECTIONS

LOG OUT



MY DEGREE & SKILLS



DECISION-MAKING



APPLY/INTERVIEW



FIND WORK



SUCCESS AT WORK



FURTHER EDUCATION



MY DEGREE  
& SKILLS



DECISION  
MAKING



FURTHER  
EDUCATION



APPLY/  
INTERVIEW



SUCCESS AT  
WORK



FIND WORK

# UNIVERSITY OF WATERLOO



**PLEASE REMEMBER TO FILL OUT YOUR SURVEY**

**Link located on the Portal App!**