Be Memorable: Your Personal Brand

SWITCH HENTALITY

Why Personal Branding?

 Your brand is a snapshot of who you are, what you believe in and what you are capable of

 Your personal brand is the foundation of all aspects of your career search- planning, applications, networking, interviews and advancement

• Your personal brand is communicated in person, in paper and online



Defines a company or product
Elicits an emotion or response
Association with certain qualities
Unique promise of value
What is perceived, not what is projected

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For each brand below, what are 3 things that come to mind?





A brand is NOT everything about the company



Similarly, your personal brand isn't everything you have ever done

Your personal brand is a trailer: It needs to

Represent you at your CORE



Capture attention

Be memorable



✓ Interviews: Tell Me About Yourself-6o Seconds Max
✓ LinkedIn: Summary Section- 2-5 Sentences
✓ Networking & Career Conversations-Especially first impressions
✓ Application Documents

 ✓ Your interactions with everyone- peers, professors, colleagues, managers,

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Your personal brand is NOT about SELLING YOURSELF

- Developing your brand is more of a personal exercise in gaining clarity than selfpromotion
- The objective is to build confidence around who you are, what you stand for as well as CONNECT with others

Your personal brand is NOT about SELLING YOURSELF

- Strong brands motivate internally as well as communicate to potential customers
- Disney: Happiest place on Earth
- Adidas: Impossible is Nothing
- NY Times: All the news that's fit to print

Your brand as a FOUNDATION

- Your brand acts as your compass-guiding you to particular industries and employers
- Your personal brand is the foundation of all aspects of your career search-giving you direction and language to discuss yourself in application documents, networking & interviews

How Do you Craft Your Personal Brand?

Take Time to Reflect

Things to Think About:

Developing your brand requires introspection and will continue to evolve over time What drives you? What gets you up in the morning?

 Where does your biggest impact come from?

 What value can you/do you want to contribute?

Feedback from Others

 Talk to trusted peers, colleagues and managers to seek feedback on your strengths, areas of development and things that make you stand out What language would they use to describe you?

 What do they see as your source of value to a team or organization?

Let Go of Social Comparison

- Sometimes in the process of developing personal brand, our inner critic comes out with a force
- Your brand is not about being the best or comparing yourself to others
- It is about communicating YOUR motivators, YOUR strengths and YOUR unique value

Great Brands Don't Sell What They Do

- Walmart: Save Money, Live Better
- Levi's: Quality Never Goes Out of Style
- StateFarm: Like a good Neighbour, StateFarm is there

You aren't just what you do. Your brand isn't about being a Commerce Student-you have unique interests and qualities! Focus on what benefits you can provide.



What image/feeling do you want people to walk away with?



✓ Keep it simple and concise

✓ An unexpected analogy or story can hook audiences
✓ Brands that evoke emotion are recalled and remembered
✓ Find what works for you



Use the Personal Brand Worksheet

What's your what's your

Develop language to articulate your **motivators** & **strengths**

Utilize Your Resources

- Talk to a Career Coach about taking the Strengths Finders Assessment
- This will give you language to use when describing yourself
- Book an appointment with a Career Coach
 We can help you:
- Define your values, identify your strengths, and develop your story