

# Be Memorable: Your Personal Brand

The logo consists of a black square with a white circle inside. The words "SWITCH" and "MENTALITY" are written in a bold, white, italicized sans-serif font, stacked vertically within the circle. The circle has a double-line border.

**SWITCH  
MENTALITY**



# 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





# What is a Brand?

- ✓ 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



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



*Coca-Cola*

Google



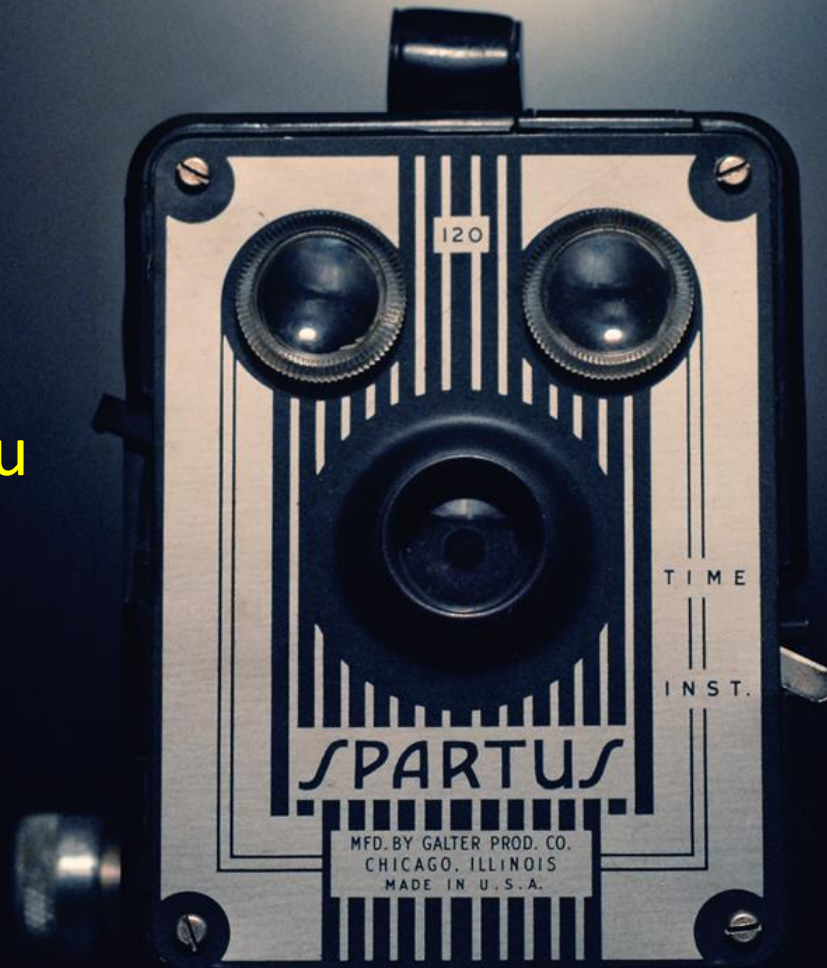
A brand is NOT everything about  
the company



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



# Some important places where we communicate our brand

- ✓ Interviews: Tell Me About Yourself-60 Seconds Max
- ✓ LinkedIn: Summary Section- 2-5 Sentences
- ✓ Networking & Career Conversations-Especially first impressions
- ✓ Application Documents
- ✓ Your interactions with everyone- peers, professors, colleagues, managers,

# Your personal brand is NOT about SELLING YOURSELF

- Developing your brand is more of a personal exercise in gaining clarity than self-promotion
- 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

A woman with blonde hair, wearing a blue blazer over a white shirt, is looking thoughtfully to the side. She is in a meeting setting with other people blurred in the background.

- 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?



# Making it Memorable

- ✓ 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  
**why?**

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