

Career Journey

Destination Point 4:
Branding & Personal Packaging

- Biblical Truths
- Technologies
- Tools &
- Tenacity

for the
Faith Journey called Job Search

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- Differentiate Yourself with a Personal Brand

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What Is a Personal Brand?

A personal brand consists of 3 A's:

- **Authentic Image**
 - The genuine you, doing work you're passionate about, in a way that sets you apart from everyone else
- **Advantages**
 - This is your value proposition—what makes you able to contribute to the organization's bottom line
- **Awareness**
 - A brand must be communicated constantly and consistently ... in a manner that makes people attentive and responsive to it ... don't hide your light under a bushel!

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Why Do You Need a Personal Brand?

A compelling, cohesive career brand will help ...

- Convey your value proposition and create employer desire to buy (hire)
- Control what networking contacts and interviewers remember most about you
- Lower the barriers to hiring by creating trust and conveying value
- Differentiate you from the competition
- Guide you in decisions about which interviews to pursue
- Make you more attractive to employers, even when there are no formal job openings



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Building Blocks to Define Your Brand

Adjectives ("Soft" Brand Attributes)	Nouns ("Hard" Brand Attributes)	Verbs (Advantages / Value Proposition)
Example (the authentic you): Ethical, experienced, intellectual, level-headed, methodical, productive, cool under pressure, resilient, tenacious, driven	Example (titles and/or areas that capture the authentic you): Business strategist, troubleshooter, turnaround artist, transformer, corporate marketing, environmentally proactive	Example (your impact/results): Resurrect failing or fledgling telecom ventures; bring technology concepts to reality; leverage market opportunities
Brand-Building Questions: • What do people admire/love most about you? (including your boss, coworkers, colleagues, friends, family members, etc.) • What mannerisms differentiate you?	Brand-Building Questions: • What reputation are you most proud of? • What products/services are you most passionate about? • What roles or titles do colleagues most associate you with?	Brand-Building Questions: • If you could have just one impact on your work-world, what would it be? • What's your value proposition? E.g., I make money for employers by [fill in the blank] _____
My Description:	My Description:	My Description:
How Others Describe Me:	How Others Describe Me:	How Others Describe Me:

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Other Tools to Help Define Your Brand


- **Write S.M.A.R.T. Stories**
(see p. 118 in *The Christian's Career Journey* for 20 questions to elicit stories)
 - > Situation and More
 - > Action
 - > Results
 - > Tie-in or Theme
- **Recycle Your S.M.A.R.T. Stories throughout Your Search**
 - > Comb through stories for patterns and clues to define your brand
 - > Use the "Results" as accomplishments in your resume
 - > Use stories to answer behavioral interviewing questions
- **360° Reach Personal Brand Assessment**
 - > Online tool (\$29.97) to gather input of others' perception of your brand:
www.reachbrandingclub.com/store.php



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More Info on Personal Brand

- Free archived telesummit with thought leaders on branding: www.personalbrandingsummit.com
- Tom Peters' article on personal branding that started it all: www.fastcompany.com/magazine/10/brandyou.html
- Robin Good's 10 tips to creating a personal brand: http://brand.blogs.com/mantra/personal_brands/
- Dan Schwabel's Personal Branding Blog: <http://personalbrandingblog.wordpress.com/>
- Reach Branding Club: www.reachbrandingclub.com
- Reach Branding Blog: www.thepersonalbrandingblog.com





- **Communicating Your Personal Brand**

Branding Statements: 15 Words or Less

- Initiate and drive game-changing strategies for big growth and business turnaround in global technology markets.
- Thought leader in California utility market, bringing clarity and consensus to complex, politically sensitive issues.
- Discrete, intuitive admin assistant, freeing executives from the minutia to do what they do best.



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U in 30 Seconds U in 2 Minutes

- Critical functional part of your job search.
- Demonstrates your ability to communicate effectively.
- Communicates job search focus information quickly.
- Effective use of time in networking groups.
- If it won't fit on the form, don't include it.



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U in 30 Seconds (aka Elevator Pitch)

- Name
- Brand / Value Proposition
- Label/Title
- Geographic Preference
- Level of Position
- 3 Target Companies
- Industry
- Connecting Comment/Question



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U in 30 Seconds (aka Elevator Pitch)

My name is *Kathleen Careerist*



I am a *Human Resources Professional*, exploring opportunities at the *Director level* in the *Oil and Gas* industry.

I've helped deliver double-digit decreases in turnover and implemented outsourcing programs that cut costs by more than 17%.

I'm interested in staying in the *Dallas area*, and am *willing to travel as needed*.

My target companies are *ExxonMobil, Hunt Oil, and Maguire*.

[pause] *What are your thoughts on the best way to learn more about issues and/or key people within those organizations?*

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Questions?



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