



PERSONAL BRANDING

Your Personal Brand



Personal branding is the process of **defining and promoting what you stand for as an individual.**

Your personal brand is a culmination of the experiences, skills and values that **differentiate** you.

Everyone has their own personal brand. Just like with corporate brands, people will **perceive** you in a certain way.

By taking charge of your personal brand, you can **determine what people think and feel when they interact with you.**



Your Personal Brand



A personal brand exists whether you create it for yourself or not.

It's a culmination of all your **online and offline behaviour**.

However, you can manage your brand with a few careful steps:

- **Set goals for personal branding:** Decide what you want to be known for and what you'll need to do to establish your identity.
- **Audit your existing brand:** Search for yourself online and find out what people are already saying about you. This will show you how much you need to change.
- **Create a consistent strategy:** Determine how you're going to showcase your identity (blogging, interviews, social media) and stick to a regular schedule.





Your Personal Brand



It's **not** about presenting a fake identity or creating a character or avatar for yourself.

Successful personal branding is about **curating certain parts of your personality to present yourself to your network - and potential employers - in the best possible light.**

Importantly, personal branding often involves **communicating your identity to the right people.**

Not everyone will resonate with your personal brand, so it's important to decide who you want to connect with, and why, before you start your branding process.





Your Personal Brand



How you promote yourself.

- It is **telling your story**, and how it reflects your conduct, behaviour, spoken and unspoken words, and attitudes.
- How you **differentiate** yourself from other people.
- Professionally, your personal brand is the **image that people see of you**, in real life, in the media, online etc.
- You can either ignore your personal brand, and let it develop organically, possibly chaotically, beyond your control, or you can help **develop your personal brand to depict you as the person you want to be**.
- In the pre-internet days, your personal brand was really just your business card. In today's highly public world, where every little action is discussed at length on social media, **you are far less anonymous**.





The Importance of Personal Branding



- To be considered **influential**.
- To make you **memorable**.
- Millennials in particular, have a distrust of advertising. 84% of millennials trust neither the advertisements nor the brands that create them. Yet, they are prepared to believe people **they feel they “know”** – even the business people behind the brands they detest so much.
- There has been a movement towards **personalizing the main people in a business**. **Steve Jobs** used personal branding well before the phrase was even well known to distinguish himself as the face of Apple.
- It makes sense that any business owner or manager should **bond with potential customers first on an individual basis** before he or she tries to deliver the company's message.



Build Your Personal Brand



- Be **intentional and careful** about what you post.
- Requires extensive **self-reflection and introspection**.
- Ultimately you want to build a **reputation as somebody who cares** about people.
- Make sure you **come across as being human**, with the same issues and problems as your audience as this shows **empathy**.
- You can't ignore the importance of social media, but be **mindful** about how you use it and for what purpose.

The Joy of Tech...

by Nitrozac & Snaggy



Signs of the social networking times.

Build Your Personal Brand



- Don't forget the **offline world**. Your personal brand needs to encompass all the places where your friends, potential employers etc. could encounter you.
- **Business cards**, physical and virtual, are as relevant now as they were pre-social media.
- Your personal branding needs to encompass all of your public life and **your whole public image** must match the '*persona*' of your personal brand.





Your Self-Image



- This is the **mental picture** we have about ourselves!
- It is **not** fixed, it is **not** objective.....
..... it can be changed and **you** can change it!
- While **positive thinking** is important, the way you **behave** is important too.
- Your self-image **feeds off your behaviours** and will affect others.

Which image resonates more with you?





Self-Image & Your Self-Leadership



Your self-image determines, to a large extent, the level of success you achieve as a leader.

Success, in terms of your self-image, is the progressive realisation of worthwhile, predetermined personal and professional goals...

This success is the result of *your own choice*.

Choose wisely!





Self-Image & Effective Leadership



When you join the workforce, remember a positive self-image enables you to view organizational opportunities and challenges in new and exciting ways. Building and maintaining a positive self-image requires **COURAGE!**

Courage to change:

- Your **attitudes**
- The way you **use your time**
- **Relationships** and how you build them
- **Who** and **What** you are
- **How** you present yourself to the world!





Self-Marketing



- Helps you **improve your image and reputation.**
- Sometimes called **personal branding** because it uses branding tools to create an image around a person rather than a product.
- It gives job candidates more **opportunities to effectively communicate** their:
 - Values;
 - Skills;
 - Experiences;
 - Vision
- You need to be your own best **self-advocate!**



How to Differentiate Yourself



- **Keep your CV current and post it online** – Make it easy for employers to find and download a comprehensive resume from the web.
- **Use online forums** – Join the conversation in industry related forums and don't be shy about highlighting experiences, qualifications and interests.
- **Make a case for yourself** – Include a section on your personal website/page (if you have one) that spells out 5-10 explicit reasons why you are the best candidate.
- **Use keywords** – Using industry related keywords in blog posts, social media profiles, and personal websites makes them easier for employers/new bosses to find.
- **Market with others** – If you maintain a blog, offer to recommend the work of a friend or colleague if they mention you on their own blog.





YOUR CV & SUITABILITY STATEMENT



Your CV



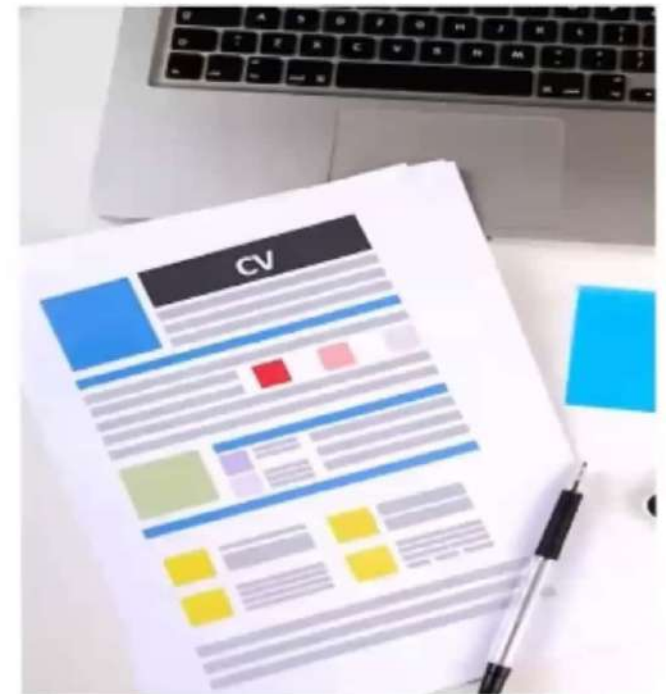
Knowing how to produce a **high-quality student CV** can help candidates secure job opportunities.

A student's CV demonstrates **academic success and professional credentials** to show suitability for a role. You can use the skill of producing a great CV to stand out from the rest of the competition.

When developing your CV – **don't rush to use AI** to craft a CV based on the job description you are applying for! Interviewers are now checking for AI generated CVs!

If you do use AI, **be careful about how it reflects your personal brand** – is everything aligned?

If not, you need to make your CV fully reflective of you.



Before You Write Your CV



1. Apply the appropriate format and structure

Before you can consider the content of your CV, it's vital to determine the appropriate **format and structure** of the document. This ensures your CV maintains a professional appearance and leaves a positive impression on your potential employer. Implement simple fonts that are readable, making it easier for potential employers to focus on the important aspects of your CV.

2. Research the role and company you are applying to

By taking the time to **research the company and the role you are applying for**, you can determine which of your qualifications and skills are best to list on your CV.





Writing Your CV



3. Start your CV with an intriguing personal / suitability statement

Open your student CV template with an **intriguing personal / suitability statement** highlighting your goals. A short personal statement is an effective way to give the potential employer a snapshot of your qualification for the role. This is your opportunity to show the employer why you're the ideal candidate.

4. Be creative (but not untrue!) when listing your education and experience

As a student, you may not have an extensive work experience portfolio. You can broaden your education section and increase the detail given with a little creativity. Add details, such as the **modules covered, projects completed, awards achieved or outstanding qualifications obtained.**





Writing Your CV



3. Start your CV with an intriguing personal / suitability statement

Open your student CV template with an **intriguing personal / suitability statement** highlighting your goals. A short personal statement is an effective way to give the potential employer a snapshot of your qualification for the role. This is your opportunity to show the employer why you're the ideal candidate.

4. Be creative (but not untrue!) when listing your education and experience

As a student, you may not have an extensive work experience portfolio. You can broaden your education section and increase the detail given with a little creativity. Add details, such as the **modules covered, projects completed, awards achieved or outstanding qualifications obtained.**





Your Personal / Suitability Statement



You can cover a wide range of topics in your personal statement, but there are a few common areas that most personal statements usually include:

- **Prior experience**

You need to showcase your prior work experience. Details such as past work and how you became interested in the area are great elements to include. Consider your experience and talk about how it can add value to the position or course you want to take up.

- **Achievements and Talents**

Listing your awards makes you stand out as a candidate and seem a much more attractive prospect to people reading your personal statement.

- **Reasons why you're the best candidate**

Explain why you think you're suitable for this position. When you're writing a personal statement, remember that you aren't just listing your skills and work history as you do in a CV. Include a personal touch and explain in detail why you think you deserve the position.





Writing Your CV



5. Increase your work experience detail

Even if you have no paid work experience, you can list past **volunteer work, placements or internships** in your CV. When you reference these activities, it gives you an opportunity to highlight any relevant skills or show how passionate you are about your industry. When listing **your key responsibilities in each role**, ensure that you focus on the skills and achievements you developed during the role. This shows your potential employer that these skills could carry over to the role you are applying for.

6. Add other skills sections

A skills section gives you the chance to mention different **hard and soft skills** that apply to the role. Make sure only to include skills you can demonstrate if a potential employer asks you to prove them at the interview stage. If you find it difficult to expand on the skills section of your CV, you may also discuss **relevant hobbies and interests**. Ensure that you include hobbies and interests that highlight your love for your industry and might help you in this new role.





Writing Your CV



7. Proofread and edit

Proofreading and editing your CV helps to ensure it is of an excellent standard before you submit it to an employer. Having incorrect layouts or grammatical errors can overshadow your skills and achievements.

Sample format here – very structured, clear and with a logical flow. Avoid the more creative CV templates, they can be very distracting!

YOUR NAME
 Your Address 222
 Anywhere St., Any City, ST 2222 +222-222-2222
your_email@email.com @email

HIGHLIGHTS OF SKILLS AND QUALIFICATIONS/PROFILE/ETC.

- Results-Oriented Professional: Proven track record of achieving measurable results and exceeding goals in [industry/field].
- Technical Proficiency: Proficient in Microsoft Office Suite, [other relevant software/tools], with a strong aptitude for learning new technologies.
- Adaptable and Resourceful: Flexible and adaptable in fast-paced environments, with the ability to prioritize tasks and meet deadlines.

WORK EXPERIENCE

Company Name, Location	Month, Year - Present
Job Title	
Key Responsibilities	

(Details of your main duties and responsibilities in abbreviated form)

- Collaborated closely with cross-functional teams to streamline processes and optimize workflow efficiency.
- Conducted market research and analysis to identify emerging trends and opportunities, providing valuable insights for strategic decision-making.
- Maintained accurate records and documentation, ensuring compliance with company policies and regulatory requirements.

EDUCATION

- Degree in Major/Field of Study
- Name of Institution, Location
- Graduated Month, Year

PROFESSIONAL SUMMARY

- Results-oriented professional with [X] years of experience in [industry/field]. Skilled in [mention key skills/qualities]. Strong [communication/problem-solving/other relevant skills]. Seeking to leverage experience and expertise into [desired position].

ADDITIONAL SECTIONS

- Certification: [List of relevant sections]
- Awards and Honors: [Mention awards/honor received]
- Volunteer Experience: [Volunteer Activities]
- Professional Affiliation: [Mention of department/organization]

REFERENCES

(Up to you if you want to add them in, or you can put References Available on request.)



Your Interview



Your interview is not about what is in either your CV or your Application Form, it is all about you, the whole person.

This is your opportunity to present your true self and what you really bring to the position – your:

- **Passion** – why you want this role, in this organisation.
- **Commitment** – have you done any extra-curricular studies or research into this specific sector?
- **Superior Customer Care** – have some examples in your prior work experience where you went 'above and beyond'
- **Your Relationship Management Skills** - you need to be ready with examples of how you have developed relationships of trust and possibly also have diffused situations of conflict, concern, anxiety.



shutterstock.com · 1908259237





Your Interview



- **Leadership Style** – you don't have to hold a leadership or management position to display your leadership competencies and strengths. Have examples of when you led a team in a situation or project or sporting activity; when you covered for your supervisor and also how you lead yourself. Remember, you don't manage people, you lead them – you only manage situations, systems and solutions!
- **Strategic Competency** – if you really want to ultimately move up the ladder, you need to think more strategically as opposed to just operationally. To what extent are you a big-picture thinker and consider how you can convey your growth plan to the interviewer.
- **Why You** – why you are the best candidate for the job! How will you answer this? You really need to think about what you bring to the role; how you would work within a diverse and dynamic team and what you would need to do to assure the interviewer you are the right person for the job.





Your Interview



The interview is no place for 'standard answers' – it is about the **very essence of you!**

There will be **curve-ball questions** for sure and those apparently simple ones, which are anything but simple or easy to answer... *“Describe Yourself”, “Why do you want this specific job?”, “Where do you see yourself in 3 years time?”*

The interview is all about **HOW you present yourself**, your ideas and suggestions and **HOW you fit the new role – for the good of all.**

Get comfortable with expressing your **HOW** and **WHY** and presenting your very best self at interview. Consider the above points and write out your answers – then review and strengthen them – in context and in terms of the language you use about yourself.

You are your own best advocate, but the anxiety at interview can possibly cause you to doubt yourself. Preparation and belief in yourself are key!





The Virtual Interview



While there is a solid return to the in-person interview, virtual interviews are still used in certain circumstances and some important elements need to be considered and factored in before you begin.

- **Your Computer / Tablet / Mobile Phone** – check that you have a full battery or power to last c. one to one and a half hours for a complete interview. Make sure you have downloaded the necessary software apps and enabled the devices camera and audio and prior to your interview, check your internet connection is very strong. Always sign into the meeting room 10 minutes in advance of the interview start time and check again that everything is working.
- **Location** – never conduct an interview in a busy external location as the noise and distractions will negate anything you say. Choose a quiet location, a room in your home or a meeting room if doing the interview from your place of work. If your background is too inappropriate or distracting in any way, select a filter on the software app you are using. Put your mobile phone on silent when not in use and if there are other people in your home, ask that they keep noise levels down for the duration of your interview.





The Virtual Interview



- **Dress Appropriately** – a virtual interview is equally important and your dress code must be the same as that for an in-person interview. If you are doing the interview during your college hours, go for business wear.
- **Your Body Language** – your posture is even more important here as it will be noticed whether you are sitting in a more relaxed or laid-back way – hold yourself as you would at an in-person interview.
 - Straight spine, shoulders lifted and rolled back, head up and in line with the camera on your device.
 - Your eye-contact is critical here and remember to make eye contact with your interviewer(s) – this may mean not looking at their face on your screen, but focus on your camera – this way, it will seem as if you are making eye contact. This may feel uncomfortable, but it is about communicating effectively.
 - Always maintain a gentle smile, which brings warmth to your communications.





The Virtual Interview



- **Be Prepared** – there may be a slight advantage to being able to refer to your application form or any research you may have, during the interview, but do not depend on this. Be prepared to sit comfortably and confidently and have a natural conversation with your interviewer(s). Do not give the impression you are reading a script as your ability to ‘think on your feet’ is being assessed during this process too, you may be required to do this in the role you are interviewing for.
- **Be Yourself** – believe in who you truly are and speak confidently about your life, your passion, your experiences and successes to date. Build rapport with your interviewer(s) by chatting colloquially at the start of the interview, and at the end if you have the opportunity. Be guided by the interviewer, don’t allow yourself to feel intimidated or lacking in confidence – and bring your best self and your best smile to the occasion.





By: Ramy Tarek