

Elevate Your Career with a Strong Personal Brand

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What We Will Cover

- What is a Personal Brand
- Why Personal Branding Matters
- Crafting Your Narrative
- Optimizing Your Online Presence
- Showcasing Your Expertise
- Testimonials & Recommendations
- Strategic Networking
- Consistency & Authenticity
- Maintaining Your Brand





Turn Off Distractions
Grab a Notepad & Pen





What is a Personal Brand?

“The conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their field; to elevate their credibility and differentiate them from the competition in order to advance their career and grow their circle of influence.”



Crafting a Targeted Professional Narrative

- It's time to develop your compelling story
- Have your elevator pitch ready and practiced
- Highlight relevant skills, experiences, and career goals
- Don't forget your personality and your values
- Demonstrate your passion for the role
- Tailor to your desired job roles



Optimize Your Online Presence

- Update and polish your LinkedIn profile – photo, headline, about section
- Update skills section
- Use relevant keywords for increased searchability
- Share industry-related content
- Don't be afraid to be yourself!



Showcase Your Expertise

- Position yourself as an industry authority
- Share insights through blogs or LinkedIn
- Demonstrate your knowledge and passion



Leverage Testimonials and Recommendations

- Collect endorsements on LinkedIn
- Request recommendations from colleagues
- Build social proof of your capabilities



Testimonials

Network Strategically

- Attend industry events and groups
- Engage in information interviews
- Expand your professional connections



Consistency & Authenticity

- Maintain consistency in your brand across all mediums and platforms
- Be authentic in your interactions
- Remember, Personal Branding is an ongoing process
- We evolve as people, as does our brand





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Let's Get Started

- What 3 words describe YOU!
- Why do you do what you do
- Top 3 Skills
- Your 3 greatest strengths
- 3 People you can ask for a recommendation
- 3 ways you will network

Stand Out From the Crowd!

- Building your personal brand for job searching requires consistency, authenticity, and a proactive approach
- By implementing these tips, you can effectively differentiate yourself from other candidates and position yourself as the ideal choice for potential employers



Maintaining Your Brand

Your Personal Brand needs to be maintained and promoted in your new role

- Seek out opportunities
- Ask questions, always be learning
- Network, internal & external
- Present at an event, be an ambassador
- Share your views, your voice matters



A final message...

Remember, if you don't define your personal brand, others will define it for you!





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Thank You!

Q & A

