

Storyboard: Personal Branding

SECTION	VO/AUDIO	TEXT	GRAPHICS	NOTES
INTRO		Do people know WHAT you do? <ul style="list-style-type: none"> • Do your closest friends/family understand? • Can they articulate to their network WHAT you do? • Everyone around you should understand WHAT you do. • They become “antennas” for you to help you get your message out of WHAT you do. • Being unemployed is your situation, it is not your brand or identity! • Let’s take 5 minutes and talk about Personal Branding and how important it is in finding your next opportunity. 		
PURPOSE		What is personal branding? <ul style="list-style-type: none"> • Differentiating yourself and standing out from the crowd by presenting your unique value. • Helping others understand WHAT you do. • Using your voice to introduce yourself in networking and interviews or just with your neighbors and friends. • Providing an understanding association and repetition. • Consistent messaging in all forms of communication including resume, LinkedIn® profile, marketing plan, networking conversations to name a few. 		
		What makes a good brand? <ul style="list-style-type: none"> • Dependable <ul style="list-style-type: none"> • Quality • Trustworthy • Positive Messaging <ul style="list-style-type: none"> • Reliable • Memorable • Differentiators <ul style="list-style-type: none"> • Value • Consistent <p>Consistent messaging maintains relevancy in the marketplace with updates</p>		
		Helping others understand. <ul style="list-style-type: none"> • Put yourself in the employer’s position <ul style="list-style-type: none"> • What can you do for me? • Brand consistency across all platforms <ul style="list-style-type: none"> • Use Facebook®, Twitter®, LinkedIn® to promote your personal brand • Association and repetition <ul style="list-style-type: none"> • Convey an understanding of who you are and what you do 		
STRATEGIES		Know yourself. <ul style="list-style-type: none"> • Think about your special talents and explore ways you use them • Recall and notice times when you performed at your best • Become more self-aware when performing certain tasks 		
		What are your top personal attributes? What things define how you make things happen? How do you want to be perceived?		
		Differentiate yourself How do you stand out from the rest? <ul style="list-style-type: none"> • Combination of finance and operations experience • Bilingual • International experience • Certifications or licenses • Areas where people come to you for advice 		
		What are your differentiators?		

		<p>Now pull it all together</p> <ul style="list-style-type: none"> • I am the SAME <ul style="list-style-type: none"> • Meet deadlines • Stay within budget • Develop and manage project requirements • Meet customer needs • I am DIFFERENT <ul style="list-style-type: none"> • Process Improvement background • Compliance background to effectively manage risk • Communication and collaboration skills as liaison between developers and business unit 		
		<p>Personal branding statement</p> <ul style="list-style-type: none"> • I am a Project Manager and my specialty is helping business units achieve goals and meet customer requirements. • I do this by managing risk given my compliance background and collaborating with the business unit and developers to meet deadlines and stay within budget. • I have been successful because of my ability to follow up and follow through and communicating frequently with the team members. • What's unique about me and my approach is using the principles from my Six Sigma training for process improvement and my background in domestic and international markets. 		
		<p>Branding statement - use it conversationally</p> <ul style="list-style-type: none"> • I am a project manager focused on software projects in Financial Services driving them to be completed on time and within budget. <ul style="list-style-type: none"> • As you talk with others you could stop here and ask "what do you do?" • I have been successful because of my exceptional analytical, problem solving, planning and communication skills. I also use agile and waterfall methodologies. <ul style="list-style-type: none"> • Ask questions to show interest: "What have you found that makes you successful?" • What's unique about me is I am certified in process improvement and I have Compliance background to focus on Risk Management. I am a skilled communicator providing C-level presentations along with being the liaison between technical staff and business leaders. <ul style="list-style-type: none"> • Say "I look forward to staying in touch, I can send you an invite on LinkedIn® to stay connected and/or touch base again." 		
		<p>Consider your audience</p> <p>How will you talk about your skills? What doesn't change is your personal brand!</p> <ul style="list-style-type: none"> • Personal contact – common language • Network contact – industry language • Hiring manager – Match your skills to the job language 		
		<p>Branding statement vs. resume summary</p> <p><u>Branding Statement</u> Customer Service Representative I am a resourceful customer service representative recognized for my commitment to impeccable service. I successfully leverage my knowledge of company products and mastery of online technology to facilitate customer inquiries. The ability to solve problems for individuals comes naturally to me, while maintaining stellar quality scores throughout my career.</p> <p><u>Resume Summary</u> Customer Service Representative Consumer-focused Customer Service professional with progressive experience in busy call center environments for public utility and insurance industries. Unwavering commitment to customer service, with the ability to build productive relationships, resolve complex issues and win customer loyalty. Strategic relationship, partnership-building skills, solve problems creatively, and use tact and diplomacy to find common ground and achieve win-win outcomes.</p>		

COMMUNICATE		Communicate your brand How you see yourself, your personal brand, how others see you <ul style="list-style-type: none"> • Resume – headline, summary, and accomplishment statements • LinkedIn profile – headline and 'About' section and other types of social media • Marketing Plan – page 1 (Marketing Plan and Productivity webinar) • Networking and interviewing conversations – 'tell me about yourself' • Correspondence – signature line on your email and business cards 		
		Promote your brand on social media <ul style="list-style-type: none"> • Content <ul style="list-style-type: none"> • Highlight strengths and competencies using your branding statement • Talk in the "present" – I am a Project Management focused on software in Financial Services • Humans like to have something in common <ul style="list-style-type: none"> • Find something in common when connecting with others (LI Group/University/Type of Work) • Make it conversational • Ask for advice instead of asking for a job • Be proactive and productive <ul style="list-style-type: none"> • Use LinkedIn® proactively (LHH LinkedIn® Session 3 – Proactively Use LinkedIn® to Research and Network.) • Follow companies in your field on LinkedIn® Twitter®, Facebook® • Add hashtags or share an article on LinkedIn® 		
		Create a signature line on email & create a business card <ul style="list-style-type: none"> • Name • Marketing Manager • Cell • Email • Customized LinkedIn® URL 		
		Business cards – which one is right for you? <ul style="list-style-type: none"> • Haystack (download via iTunes®) - https://thehaystackapp.com/blog/stand-out-while-networking/ • DubMeNow – www.dubmenow.com • Paper Business Cards – www.vistaprint.com • QR Codes (Quick Response Code) manually enter on people's phones - http://businesscards.tec-it.com/en • Create a vCard and send it to anyone via email, mobile number, or Twitter® direct message • Snapdat – free for iPhone; choose the information you want on a SnapCard™ and select a design 		
		Share your personal brand in various ways: <ul style="list-style-type: none"> • Social media platforms • Networking with others • Face-to-face meetings • Professional organizations • Email or phone • Web postings • Blogging and work samples • Group presentations 		

		Tell me about yourself – introductions & interviews “I am a project manager. I have a compliance background and I’m known for managing risk effectively. I also have a background in process improvement which helps me work with business units to achieve and maintain productivity and meet customer requirements. I meet deadlines and I stay within budget. I read the job description and I am looking forward to learning more about the job we will be discussing today. Can you share more about that?”		
SUMMARY		Next steps <ul style="list-style-type: none"> • Identify characteristics of your personal brand and your unique differentiators • Create an understandable brand to attract others • Include a consistent brand in your communication across all social media platforms and effectively communicate your brand verbally and written 		
KNOWLEDGE CHECK				