



Build the Brand Within You

Personal branding, simply stated,
is **affirming your truth** as a professional.

Develop and forge an identity to make a **great impression**
showcasing your skills, passions,
and promote your professional brand promise.

Create a **personal brand statement**, tailor it to your search, and
incorporate it into your resume, job interviews, and networking.

How do you tell your story?

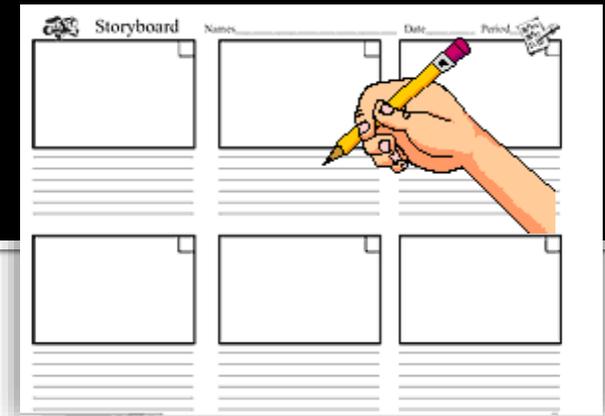
Today's Agenda

- Welcome & Introductions
- Personal Branding
- Building a Great Resume
- Preparing for an Interview
- Q&A – Open Discussion

What is your story?



How to tell your story



- What makes you **unique**
- What is your professional **plan**
- How do you want to **position** yourself
- How do you want others **remember** you
- How are you going to make your **mark**
- How would **others** tell your story

Your branding statement

Keep it simple

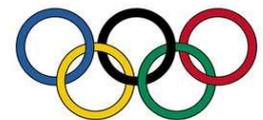
- 1) Your Attributes
- 2) Your Uniqueness
- 3) Your Value

Your branding statement should be very brief. It's not your job, nor is it a list of your skills.

It should provide a description of you, your attributes, the value that you provide to your employer, and things that differentiate you from your competition.

What is branding?

- A brand is a **promise**.
- How is it used to promote a product or service?
- What are some examples of effective branding?



Your personal *Signature*



Effective, powerful, and effective way to ***set yourself apart.***

Influencing others by creating a your ***brand identity that associates*** certain perceptions and feelings with your identity.

Successful personal branding entails ***managing the perceptions*** effectively and controlling and influencing how others perceive you and think of you.

Having a strong personal brand is a ***positioning strategy***

Develop your personal brand

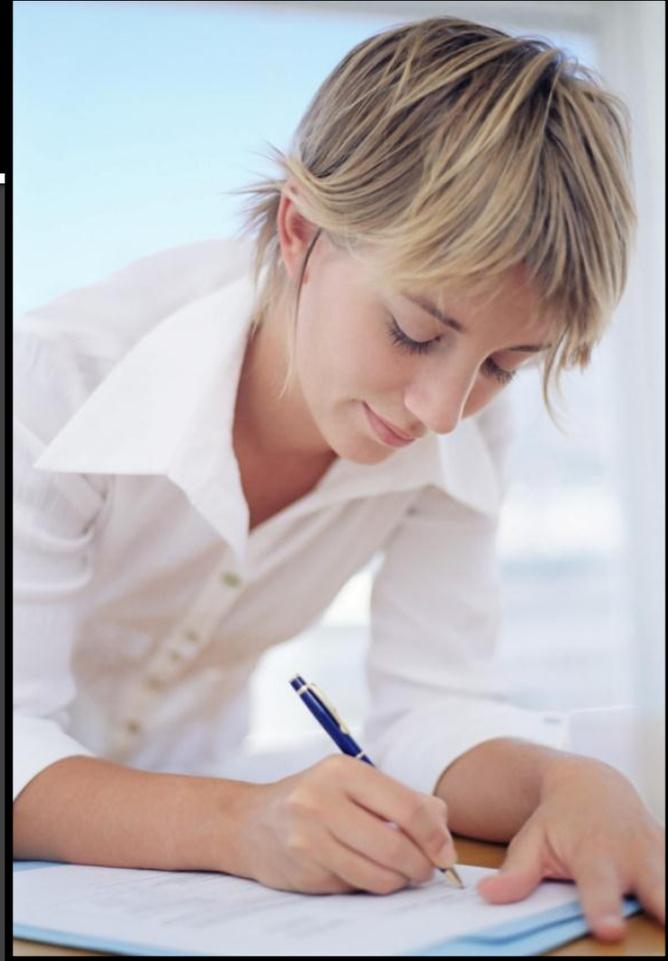
- Become An Expert
- Build Credibility
- Trust - Honesty - Integrity
- Dependability
- Know Your Priorities
- Seek Resolution – *Be A Problem Solver*
- Think As A Team Leader
- Create Your Professional Style



Personal Brand Key Take Aways

- ☑ Know your story
- ☑ Develop your personal brand identity
- ☑ Seek to understand how others will view you
- ☑ Be consistent and confident

What makes a great resume?



Anatomy of a resume

- **Personal Information**

- Name | Address | Phone | Email

- **Education**

- School Name | Location | Degree | GPA
- Relevant Coursework | Course Projects
- Academic Awards

- **Skills**

- Programming Languages (list in order of proficiency)
- Foreign Languages
- Computer Skills

Anatomy of a resume

- **Professional Experience**

- Industry Experience | Internships | Co-Ops

- **Research Experience**

- Publications / Patents

- **Teaching Experience**

- **Personal Interests**

- Leadership Roles
- Community | Charity | Youth Organizations
- Sports & Hobbies

Titles and skills

- **Make your job title generic.**
 - If most companies would call you a *business analyst* but your title is "*process improvement specialist*," use standard business titles to avoid confusion (consider putting your actual title in parentheses after it).
 - Do not give yourself a loftier title than you actually have.
- **Don't go overboard.**
 - List your key skills as they can be searched as keywords and as reference for a human reviewer.

Formatting

- **Use text only.**
 - If you're asked to paste your resume into a website text box, make sure you use a text-only version.
 - Dashes, bullets, indentations, italic or bold type, and even quotation marks, can make your resume illegible.
 - Save a copy as a plain text file when submitting through Applicant Tracking (ATS) systems.
- **Font selection and size.**
 - Choose an easy to read font, such as Arial or Calibri
 - Do not use script or designer fonts
 - Standard 10- 12 point font
 - Do not increase font size to fill up a page
 - Do not shrink font size to avoid an additional page

Formatting

- **Paper selection.**
 - Plain, white paper is best
 - If you are looking for work as a designer, etc. then other types of paper stock are more acceptable
- **Photos, clip art and other embellishments.**
 - Do not include a personal photo, unless the position you're applying for requires it
 - Clip art / certification logos, etc. generally do not reproduce well and clutter your resume
 - Refrain from other embellishments such as excessive bolding, underlining, etc.

How long is too long

- One to two pages remains the average
- Keep it direct, informative, insightful, and appropriate to your skills and experience.
 - Page Length
 - 1-2 pages for a junior candidate
 - 3-4 pages for a senior candidate

How long is too long

- Avoid vague language that doesn't precisely explain a skill or an accomplishment.
- Consider whether a long-ago job best supports your qualification for a job you're after today.
- Brief paragraph or five to seven bullets for group of jobs – past 10 years

The Objective

- Use your **branding statement** rather than a stale objective
- **EXAMPLE:** *Award-winning newspaper and website editor, adept in community relations, managing staff, and growing print circulation and online readership, with a flair for identifying important local stories and building community awareness.*

Rev up your resume



- **Sum up your winning strengths**

Instead of launching right into your experience, add a short summary section before your work history. In a few sentences, write about your experience, talents, and strengths as they relate to the job you're seeking

- **Show your numbers**

Quantify your accomplishments wherever possible. Use hard-core performance metrics, including percentages and revenue numbers.

Rev up your resume



- **Don't be a bore**
Make sure your job descriptions are interesting and *achievement-oriented*.
- **Include outside interests**
Hobbies, sports, coaching, community service, mentoring are all interesting and important attributes – be sure to include them.
- **Personal Websites | Linked In Profile**
Include links to portfolios, websites, blogs, and professional profiles.

Resume Action Verbs

Management Skills

administered
analyzed
assigned
attained
chaired
contracted
consolidated
coordinated
delegated
developed
directed
evaluated
executed
improved
increased
organized
oversaw
planned
prioritized
produced
recommended
reviewed
scheduled
strengthened
supervised

Communication Skills

addressed
arbitrated
arranged
authored
corresponded
developed
directed
drafted
edited
enlisted
formulated
influenced
interpreted
lectured
mediated
moderated
motivated
negotiated
persuaded
promoted
publicized
reconciled
recruited
spoke
translated
wrote

Research Skills

clarified
collected
critiqued
diagnosed
evaluated
examined
extracted
identified
inspected
interpreted
interviewed
investigated
organized
reviewed
summarized
surveyed
systematized

Technical Skills

assembled
built
calculated
computed
designed
devised
engineered
fabricated
maintained
operated
overhauled
programmed
remodeled
repair
solved
trained
upgraded

Creative Skills

acted
conceptualized
created
designed
developed
directed
established
fashioned
founded
illustrated
instituted
integrated
introduced
invented
originated
performed
planned
revitalized
shaped

Teaching Skills

acted
adapted
advised
clarified
coached
communicated
coordinated
developed
enabled
encouraged
evaluated
explained
facilitated
guided
informed
initiated
instructed
persuaded
set goals
stimulated

Financial Skills

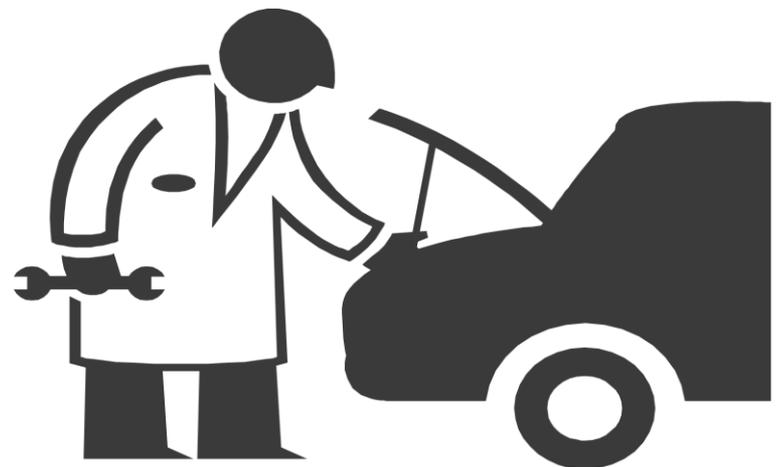
acted
administered
allocated
analyzed
appraised
audited
balanced
budgeted
calculated
computed
developed
forecasted
managed
marketed
planned
projected
researched

Don't make mistakes!

- **Careless Mistakes**
 - Spelling, grammatical errors, incorrect dates, etc.
- **TMI – Too Much Information**
 - What you exclude from your resume is almost as important as what you include.
 - Don't include any information that doesn't contribute--or worse, detracts--from your overall selling message.
- **Bad Moves**
 - Even the littlest details--both in your resume and how you use your resume--send a message to hiring managers.
 - Be clear about what image you're trying to get across in your resume, and make sure everything you say and do is consistent with this image.
 - You'll have the opportunity, in your interview, to explain.

Regular Tune-Ups

- Professional Journal
- Establish Goals
- Track Projects
- Education & Training
- Achievements
- Updated or New Skills



Where does my resume go?



Who is looking at my resume?

- Make sure your resume will command the attention of the first person who reads it.
- It is very likely the first eyes on your resume won't be a human, but an **ATS** system!
- What is the role of a sourcer, coordinator, recruiter and hiring manager?
- What to expect from a staffing organization.

Applicant Tracking Systems (ATS)

- Companies use applicant-tracking systems to electronically sort through and store resumes.
- The systems search for **keywords**, sort the resumes, and give hiring managers the most-promising candidates.
- These systems provide a tracking system for candidates that assists with interviewing, hiring and compliance.
- Apply only to positions you're qualified for.

Keywords

- **Choose the right keywords**
 - Find words and phrases that describe what the company is looking for and use them as much as possible.
- **Use variations of keywords**
 - Some systems check how often a particular word or variation on a word is used.
- **Use keywords smartly**
 - Some resumes have a keyword section that simply lists keywords for the computer to pick up. It is best to simply use keywords smartly throughout your resume.
 - Do not over-use keywords.

Follow Directions

- Follow job posting's directions.
- You may be screened out immediately, no matter how qualified you are.
- Recruiters and hiring managers may not consider candidates that do not follow directions – may be an indicator of potential work performance issues.

Resumes

Key Take-Aways

- ✓ Understand key resume components
- ✓ Understand the process
- ✓ Patience (this is the tough one!)



Preparing for your interview

Do your homework!



- It is critical to visit the company website and review recent press releases, new product announcements, and key leaders.
- Should you be asked about a product or service that you don't know about, be honest and say "I am not familiar with that, however, I have made a note and will be researching that information for our next discussion."

Learn the product

Applying for a job at IKEA



Practice, practice, practice!



- Consider sitting in front of a mirror while you prepare for your interview.
- Your facial expressions come through your voice and practicing your opening statement with enthusiasm and a smile on your face will make a huge difference in how you are perceived.
- Be confident... it comes through your voice and body language!

Have a great opening statement



- Your major
- Career interests
- Type of position you are seeking
- Work experience
- Class projects
- How your background and future goals will fit their organizations needs

- **EXAMPLE:** *"Hi, I'm Sally Smith and I am currently looking for an entry-level position in Human Resources. I will be completing my BS/Business Administration with an emphasis in Human Resources in May."*

Before your interview

- Wear appropriate clothing. Ask your recruiter what the dress code is for the company. If it is casual, you should wear business casual (nice pants/skirt and shirt). If professional, suit/skirt and button down shirt/blouse.
- Pay attention to your appearance. Avoid wearing fragrance.
- Drive to the interview location the day before your interview – see how long it takes you to get there and where you should park.
- Make sure you have the interviewer's phone number with you if you're running late due to traffic or weather, etc.
- Arrive 15 minutes early.

During the interview

- Place your resume in front of you – highlight areas that you want to be sure to focus on such as:
 - *Education*
 - *Professional Experience*
 - *Competencies*
 - *Key Achievements*
 - *Challenging Projects*
- Have a pen and paper handy for note taking
- Be prepared with questions

During the interview

- If offered water, accept it as your mouth may become dry.
- Do not answer any text messages, incoming calls – make sure your phone is on vibrate.
- Do not chew gum or eat during your interview.
- Ask the interviewer for their full name and correct spelling.
- Use the person's title (Mr. or Ms.) unless they direct you to use their first name.
- Ask the interviewer for their email address.

During the interview

- **Speak slowly and clearly.**
 - If English is not your first language, this tip is critical as your interviewer may have difficulty understanding each word. If you are asked to repeat something, do so slowly and ask your interviewer if they need additional information.
- Take your time – it's perfectly acceptable to take a moment or two to collect your thoughts.
- Give short, complete answers.
- Don't interrupt the interviewer or overpower the conversation.



After the interview

- Take notes about what you were asked and how you answered.
- Remember to say “thank you.”
- Ask the interviewer what “next steps” are in your candidacy.
- Ask the interviewer if there is any additional information they suggest you acquire, and learn, prior to those next steps.
- Write a thank you note to the interviewer. This can be in the form of an email, or a hand-written note. Send your “thank you” within 24 hours of your interview.
- Note any questions or comments for your next conversation.

Interview

Key Take Aways

- ☑ Be prepared – know the company and product
- ☑ Attention to detail – appearance and demeanor
- ☑ Interview etiquette
- ☑ Follow up

A photograph of a person standing on the edge of a dark, rocky cliff. The sun is setting behind the horizon, creating a bright orange and yellow glow in the sky. The sky is filled with wispy clouds. In the distance, a river or lake is visible, reflecting the light from the sun. The overall scene is dramatic and inspiring.

You gain strength, courage,
and confidence by every
experience in which you
really stop to look fear in
the face. You must do the
thing which you think you
cannot do.

- Eleanor Roosevelt



<http://www.linkedin.com/in/kelligreene>