

# Manage your Marketability, Develop Your Personal Brand & Enhance Your Career 2.0



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## The Basics

- CV / Résumé
- Social Media Profile
- Where to find vacancies
- Where to be found
- Interview Techniques

## Developing your Personal Brand

- What is Brand You?
- Defining Brand You
- Position yourself as an expert
- DISC Analysis
- Brand Personality Type Quiz



# The Basics

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# Developing your Personal Brand



- ▶ What is Brand You?
- ▶ Defining Brand You
  - ▶ Position yourself as an expert
- ▶ Analysing your Brand
  - ▶ DISC Analysis
  - ▶ Brand Personality Type Quiz

*You are your story,  
so work on it –  
Tom Peters*

# What is Brand You?



- ▶ First coined by Tom Peters in 1997
- ▶ "Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding.

We are CEOs of our own companies: **'Me Inc'**. To be in business today, our most important job is to be head marketer for the brand called You."

**Be yourself,  
everyone else is  
taken** – Oscar  
Wilde

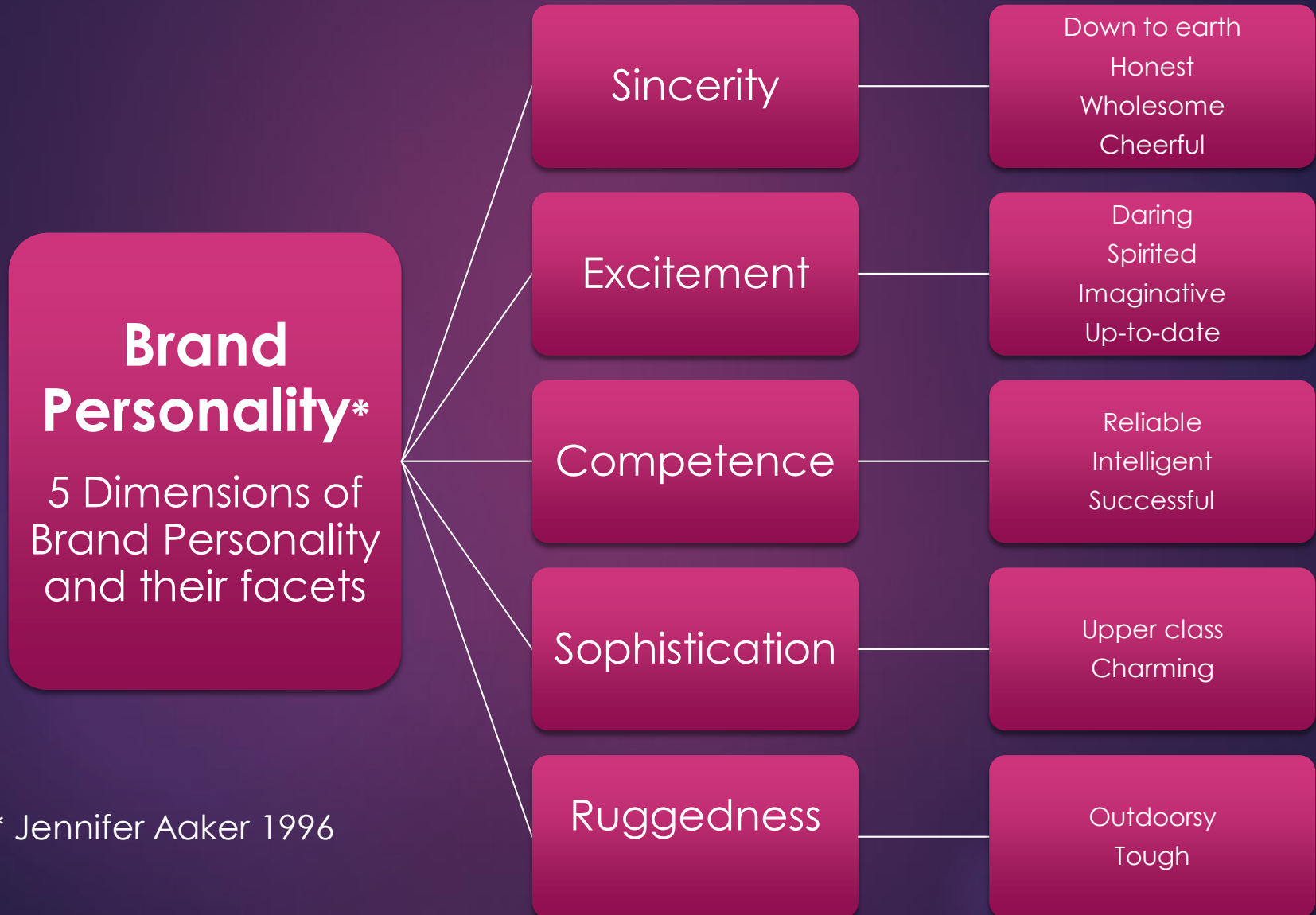
# A Personal Brand



“Think about what people are doing on Facebook today... they're also building an image and identity for themselves, which in a sense is their brand. They're connecting with the audience that they want to connect to.” - *Mark Zuckerberg*

“I don't really like to call myself a brand, and I don't like to think of myself as a brand. I'm a singer, a songwriter, a musician and a performer. And an actress, and all the other things that I do. When you add it all together, some might call it a brand, but that's not my focus.” - *Beyonce Knowles*

# Defining Brand You



\* Jennifer Aaker 1996



# Positioning Yourself as an Expert



- ▶ Personal branding is very powerful because it sends a clear, consistent message about **who you are** and what you have to offer.
- ▶ A strong, **authentic** personal brand helps you become known for what you're good at, sets you apart from everyone else, and can position you as a niche expert.

[www.aspireforsuccess.com](http://www.aspireforsuccess.com)

# DISC



Developed by Thomas International and based on work by Dr William Marston, Dr Thomas Hendrickson and Dr Carl Jung

***This above all: to  
thine own self be  
true – Shakespeare  
(Hamlet)***

Measures four internal & external characteristics

- Dominance
- Inducement
- Submission
- Compliance

# Marketing Brand You



- ▶ You now have an idea of your Personal Brand
- ▶ What are you going to do?

**Great results, can be achieved with small forces —**  
*Sun Tzu, The Art of War*

# Social Media



- ▶ LinkedIn
- ▶ Facebook
- ▶ Google Plus
- ▶ Pinterest
- ▶ Webinars
- ▶ Hangouts

**Whosoever desires constant success must change his conduct with the times - Machiavelli**



# LinkedIn

- ▶ Your LinkedIn profile is 11x more likely to be viewed if you include a photo

- ▶ 40% of users check LinkedIn on a daily basis

- ▶ Recruiters use...

- ▶ LinkedIn 94%
- ▶ Facebook 65%
- ▶ Twitter 55%

- ▶ Most (over)used words from 2014:

- |                         |                   |
|-------------------------|-------------------|
| 1. Motivated            | 6. Responsible    |
| 2. Passionate           | 7. Strategic      |
| 3. Creative             | 8. Track record   |
| 4. Driven               | 9. Organizational |
| 5. Extensive experience | 10. Expert        |

- ▶ **TIP:** Don't use trite, empty words that may sound good to your ear but say almost nothing.

**Source:** <http://www.businessnewsdaily.com/3657-business-buzzwords.html>

# Networking / Connectivity



- ▶ How do you see your network and what does it consist of?
- ▶ Membership / Associations
- ▶ Industry Initiatives
- ▶ Charitable Causes
- ▶ Contributing articles
- ▶ Speaking at Events
  
- ▶ *What have we done in last 6 months?*

**“A wise man knows everything and a shrewd man knows everyone”**

# In Summary



- ▶ Identify Brand You
  
- ▶ Promote Brand You
  - ▶ Social Media
  - ▶ Prepare a good CV and keep it updated
  - ▶ Network
  
- ▶ Network some more
  
- ▶ Brand You will always be a work in progress and continually evolving. As Tom Peters would say  
**“You are your story, so work on it”**



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