

Shaping Your Futures



Brand You

Make It Happen Toolkit



Contents

Here, you'll discover how to successfully cultivate your personal brand, such as:

- Branding yourself online and in real life.
- Creating the right impression.
- Identifying and promoting your strengths, talents and personality.
- Identifying your weaknesses and areas for improvement.
- Making sure your branding is consistent.
- Preparing an elevator pitch to sell yourself on the spot.

Why brand yourself?

You're set for success when you set yourself apart

Today there are so many more ways to advertise yourself, whether online, on paper or in-person. The way you present yourself defines your personal brand, and when developed with care, this becomes an invaluable asset that you can utilise to land your dream job.

To create your own brand, take a close look at yourself and identify your unique skills, strengths and talents. Equally as important as what you can do is how you do it, like having a positive attitude and other traits that are sought by an employer.

Creating your personal brand

Just as companies create consistent, memorable brands, your personal brand is the way you promote an impressive image of yourself in the job market.

Your personal brand is how you, your skills and achievements are seen by not only the people you currently work with, but also by those you may work alongside in the future.

While your brand is important in your professional life, it's most authentic when you live the same values in your personal life as well.

When building your personal brand, ask yourself:

- Are your actions consistent when you deal with others?
- How would you describe yourself to someone who didn't know you?
- How would the people you're around describe you?

Activity to practise

Personal brand

Use the space below or grab a piece of paper and write down your answers.

1. How I'd describe myself.

2. How my friends and family would describe me.

3. How my workmates would describe me.

4. How my clients and suppliers would describe me.

5. Are your descriptions consistent?

6. Are these things you want to be known for?

7. How can you strengthen your personal brand?

Your personal SWOT

Doing a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis on yourself is a great way to work out where your skills and experience lie.

It will also help you to look and remind yourself of areas you would like to develop and your strengths. This will empower you to perfect your branding like a true professional. Remember that Strengths and Weaknesses focus on 'internal' or personal factors that you can individually develop upon. Opportunities and Threats focus on 'external' factors; that is, outside factors that may influence your career which are beyond your control.

Strengths

- I have excellent attention to detail and I'm very analytical. This means I'm very systematic in my job, resulting in less safety issues and mechanical downtime.

Weaknesses

- I like to do things quickly and cross them off my 'to do' list, and sometimes this means my work is not as good as it could be. I can also get stressed when I have too much on my plate.
- I get nervous when presenting to clients, and my fear of public speaking often takes the passion out of my presentations.

Opportunities

- One of our biggest competitors is known for treating their smaller clients poorly.
- I'm attending a marketing conference next month.

Threats

- One of my workmates is a much better speaker than me, and he's competing with me for the regional manager role.
- Due to being short-staffed, I'm often overworked, which means I'll have less time to prepare for the interview.

The elevator pitch

You're caught in the lift with the CEO of your dream company, who starts a conversation by asking you what you do. This is where your 'elevator pitch' comes in – a powerful 30-60 second summary of your experience, strengths and goals.

Preparing your elevator pitch now can help you present yourself in the best light later. You can use it in calls to recruiters, in cover letters and resumés, at networking or industry events, and in interviews.

The do's and don'ts of your elevator pitch

Do

- Focus on the strengths you'd like to use in your career.
- Mention the type of industry and role you've got in mind.
- Practise it so you sound natural and sincere.
- Make sure you can back up what you say.
- Use your elevator pitch when leaving voicemails for contacts and recruiters.
- Have more than one version, for different situations.
- Ask if there's someone you should speak with about your interests.

Don't

- Become lost in an irrelevant topic and ask a question like 'Is there anything else you'd like to know about me?' at the close.
- Forget to ask for the name of someone you can follow up with, a LinkedIn profile to connect with or next steps you should take.

Elevator pitch

Example

'Hi, my name is _____, and I'm a _____ .

For most of my career I've been focused on _____, and I've been involved in _____ .

I'm now ready for a new challenge, and I'm really interested in opportunities in _____.

I'm a very results-driven person and am experienced in _____ .

I think that these skills would transfer well across _____.

I'd love to hear your perspective on the direction of _____(their company).

If you have some time available, would you like to schedule in a coffee with me next Tuesday?'

Creating yours

Spend some time writing and rehearsing your script so that you become acquainted with talking to anyone comfortably. Make your pitch memorable, convincing and interesting for the listener. Strike a balance between being polished, but still casual and conversational.

Create your own elevator pitch below and practise it with someone face-to-face.

Activity to practise Elevator pitch

1. Who am I?

2. What value do I bring?

3. What benefits could I bring to the company, based on my experience, strengths and achievements?

4. Can I ask a question that will lead to next steps and/or a referral?

Activity to practise Notes

1.

2.

3.

4.

5.

6.

7.

Your next career step

If you're looking for your dream job, the Make It Happen Toolkit has everything you need to make your next move an unforgettable one.

From crafting your resume through to tackling the toughest interview, these tried-and-tested tips will empower you to move into your next role with ease.

Make sure you explore each section in this five part series.

