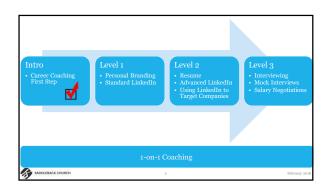
### Personal Branding Develop your personal brand and the marketing tools for your career search



Planning For Your Job	Search	
Communicating Your	Brand Message	

# Creating a Personal Brand Process for Creating a Personal Brand Process for Creating a Personal Brand Work Your Plan Work Your Plan Work Your Plan Work Your Plan Skip this step



### What You're Up Against

Number of applicants for the average job



### What You're Up Against

In a study of 112,000 job

Source of Hire:

- postings:
- 45% directly sourced
- 130 million viewed
- 40% referral
- 13 million applied
- 15% applied directly
- $\bullet$  < 1% hired

0.1% of direct applicants were hired

### Why You Need a Personal Brand

- Get noticed
- · Companies want to know more
- Makes you invaluable
- Stand out
- Employers need to recognize your value quickly





### What is a Personal Brand? "A unique premise of value consistently delivered to your target audience" – Scott Ventrella, author of Me, Inc. Every Brand requires a Value Proposition • Differentiates • Unique • Consistent

### Personal Skills Innovative, organized Innovative = created new process, etc. Analysis = produced Q market share report Technical Skills Quality expert, HTML Quality = Six sigma black belt, Deming, etc.

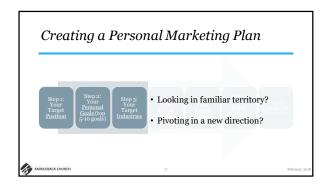
Your Opinion of You:	How Others Perceive You:
• Great Communicator	<b>⊗</b> → • Quiet Person
• Strong Leadership Skills -	
• Financial Expert	•• • Good in Operations
• Team Player	> • Kind of a Loner

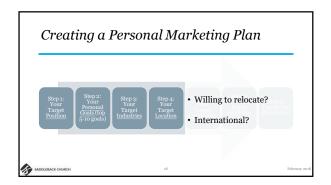
### Planning For Your Job Search





### Creating a Personal Marketing Plan Step 1: Your Parket Position P





### Creating a Personal Marketing Plan • 25-50 companies you would like to work for Step 5: Your Target (top 4-5) • List will evolve \*\*Paramatical You Plan to Use (top 4-5) \*\*Paramatical You Plan to Use (top 4-5)

### Creating a Personal Marketing Plan Brand attributes describe your value (examples): Ouality Management Proven Track Record Industry Experience and Education Leadership Step 6: Your Pland Attributes (top 4-5) Tacities You Plan to Use

Networking	
Networking Events / Groups	
Using your personal network	
• LinkedIn	
Recruiters	tep 5: Step 6: Your Step 7:
• SEO	Brand Tactics You Plan to Use
<ul> <li>Personal Contacts</li> </ul>	(top 4-5)
Search Tools	
• Indeed	
The Ladders	
and many more	
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### Communicating Your Brand Message



### Communicating Accomplishments

What did you accomplish pertaining to...

Power Stories using  $\boldsymbol{PAR}$  statements

• People

**D** 11

• Processes

Problem Action

• Products

• Result

AKA: STAR, CAR, or OAR statements

SADDLEBACK CHURCH

### Power Stories

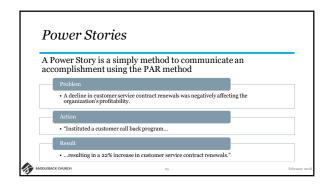
A Power Story is a simple method to communicate an accomplishment using the PAR method



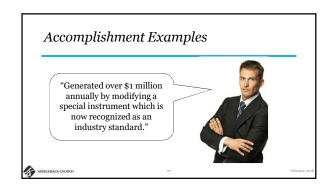
....which is projected to reduce outside vendor training cost by \$45K during the first year.

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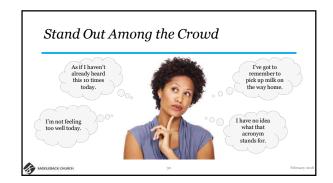






### Accomplishment Examples "Reorganized department into upstream and downstream marketing reducing product development time to market by 30%."

### ACTIVITY: Create a PAR Statement It's my first time... Instructions 1. Think of a recent professional/volunteer accomplishment 2. Write and describe... • The problem you faced • The action you took • The result you achieved There's no need to formalize your story into a statement (that's for the Resume class) \*\*MONUMENT COURSE! ACCOUNTIES COURSE! I've been here before... Instructions 1. Pick an accomplishment that you'd like to tinker with 2. Examine how you described... • The problem you faced • The action you took • The result you achieved Make some adjustments to see if you can improve the description



### Elevator Pitch

- Quick Brand Statement (30 sec)
- Communicates Your Value
- Designed to Get Interest



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### Elevator Pitch Elements

Must contain 3 elements:

• Industry

• Position/Job Title

• Proof Point or Strength

"I'm an aerospace manufacturing manager who employs cutting-edge technologies to speed manufacturing so companies can grow revenues, cut costs

and increase profits."

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### ${\it Elevator\, Pitch\, Examples}$

"I am a social media trainer and consultant, specializing in LinkedIn, branding and recruitment. I make social media easy to understand and use."



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### Elevator Pitch Examples "I am a Marketing Communications manager in the defense industry with over 10 years experience. I help businesses build and promote lasting brands."

### "I am a Sales Rep in the medical device industry with over 5 years experience. I have a solid track record, winning the President's Award for top sales 2 out of 5 years."

### ACTIVITY: Deliver Your Elevator Pitch 1. Pair up with someone at your table 2. Take a minute to craft your elevator pitch 3. Introduce yourself to your partner using your elevator pitch 4. Partner: Provide feedback on their pitch. Does it include... • Position/Job Title? • Industry? • Proof Point or Strength? 5. Repeat this process with the roles reversed

## Messages • Develop Your Value Proposition • Understand Your Skills • Know Your Accomplishments • Prepare Your Power Stories • Create A Strong Brand Message (Elevator Pitch) \*\*Marketing Portfolio (Targeting Companies) • E-mail address/Networking Cards • LinkedIn Profile, Social Media Presence (LinkedIn)

Social Media	а		
The Stats	Used For		
• 94% LinkedIn	Linked in	Job Board and Profile Databas	e
• 66% Facebook	facebook.	Showcase brand and post jobs	
• 52% Twitter	twitter	Showcase brand and post jobs	
· ·	All used to s	ource and vet candidates	
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Website Resour	rees	
Website Resources		
Career Accomplishmer	nts	
<ul> <li>Elevator Speech Templ</li> </ul>	ate	
<ul> <li>Match Skills to Job Red</li> </ul>	quirements	
<ul> <li>Personal Commercial</li> </ul>		
<ul> <li>Power Stories</li> </ul>		_
• Fundamentals of an El	evator Pitch	
<ul> <li>Marketing Yourself For</li> </ul>	a Job	
• And More	saddleback.com/careercoaching	
A SAFEY FRACE CHIRCH	20 February 2018	

### Peccap Creating a Personal Brand Craft a consistent message that communicates your unique value and differentiate yourself from the other candidates Planning For Your Job Search Decide where you want to go first Communicating Your Brand Message Use Power Stories and your Elevator Pitch to share your brand message

