

Developing Your Personal Brand

Thinking about the abilities and strengths that make up your Personal Brand will help you to understand what you have to offer and how to stand out from other applicants when communicating with employers.

Where to begin

Start with a blank piece of paper

As you work through the exercises outlined here, jot down the words that come to mind. Once you've thought about the various elements of your personal brand and the words that describe them, start formulating these into bullet points. Expand your bullet points into sentences.

This is the basis for your elevator pitch which we will talk about later on.

How do we stand out from other applicants?

The job market is competitive, particularly as our economy has been affected by COVID-19. To stand out from the competition it is important to understand what it is you have to offer employers. This is your Personal Brand and it's more than just your qualification or technical skills. It's also why and how you do what you do - your motivation to do what you do. It can be made up of some or all of the elements in this diagram. It will develop and change throughout your life and career journey.

Write down any words that come to mind as you look at each part of this diagram



How would others describe you?

Think of your Personal Brand as what people might say about you when you are not in the room. Ask several friends and/or whanau to describe your strengths and who you are as a person. Are there common themes in their words? Could you use these strengths and personal attributes in the work place? Write down those that could relate to your career.

Values activity

- What do you value in your life and career?
- What are the values that you consider to be most important? Does your life reflect these values? Could you use them to describe who you are?
- Write down those that relate to your career and career goals
- Complete the values activity on our "Know Yourself" website page for help with this

What is your story?

- Why did you choose the course you are studying/ the job you have/ the industry you are in?
- What do you do when you are not studying or at work and what have you learnt from those activities?
- What has been your favourite course / job / industry and why?



Clarifying your strengths

Answer these questions to help consider your strengths. Your answers may not be related to your mahi or work but could highlight strengths that you take into the workplace.

- What was the most successful project you ever tackled and what made it successful?
- What roles have you excelled at and what skills helped you to excel?
- When faced with an overwhelming obstacle, what is your “go to” skill to overcome it?

At your core

Complete this exercise to continue developing your ideas. Fold a piece of paper into four and draw or write:

- One of your values
- One of your interests
- One of your skills
- Something that is special about you

Bringing all your thoughts together

By now you'll hopefully have written down a number of words that describe your Personal Brand.

Order these words by their importance to you and what you want to present to employers.

Create 3 to 4 bullet points that make up your Personal Brand

Your coordinated marketing campaign

Use your Personal Brand to create similar themes in all your communications with employers...

- On paper – your CV, cover letter, emails
- Online – LinkedIn and any other social media which is publicly accessible
- In person – Interviews and other verbal communication

Elevator pitch

- Your elevator pitch is made up of 3 or 4 sentences describing your Personal Brand
- It should articulate your expertise or “value-add”
- It should include why you do what you do
- Using stories of past experiences to describe this can be very powerful

Why have an elevator pitch?

- 80% of job appointments in New Zealand are achieved through networking and proactive job searching
- You never know when an opportunity might arise to talk to an employer about what you've got to offer
- Being prepared makes it easier to talk to employers

Check out these links for further information and exercises

- Careers NZ Personal Branding Resources
<https://www.careers.govt.nz/articles/build-your-personal-brand-when-job-hunting/>
- CA ANZ “The art of story telling and personal branding “
https://www.youtube.com/watch?v=3_5L_BFQdpk&feature=youtu.be

