Elevate Your Career with a Strong Personal Brand

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What We Will Cover

What is a Personal Brand
Why Personal Branding Matters
Crafting Your Narrative
Optimizing Your Online Presence
Showcasing Your Expertise
Testimonials & Recommendations
Strategic Networking
Consistency & Authenticity
Maintaining Your Brand



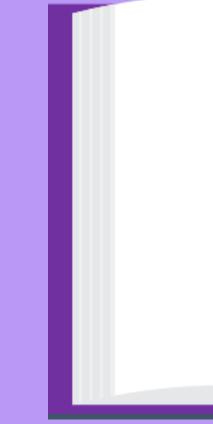




Turn Off Distractions Grab a Notepad & Pen













What is a Personal Brand?

"The conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their field; to elevate their credibility and differentiate them from the competition in order to advance their career and grow their circle of influence."



Why Personal Branding Matters

The job market is highly competitive
Personal branding helps differentiates you
A strong brand makes a lasting impression



Crafting a Targeted Professional Narrative

It's time to develop your compelling story
Have your elevator pitch ready and practiced
Highlight relevant skills, experiences, and career goals

Don't forget your personality and your values
Demonstrate your passion for the role
Tailor to your desired job roles



Optimize Your Online Presence

Update and polish your LinkedIn profile – photo, headline, about section
Update skills section
Use relevant keywords for increased searchability
Share industry-related content
Don't be afraid to be yourself!



Showcase Your Expertise

Position yourself as an industry authority
Share insights through blogs or LinkedIn
Demonstrate your knowledge and passion



Leverage Testimonials and Recommendations

Collect endorsements on LinkedIn
Request recommendations from colleagues
Build social proof of your capabilities



Network Strategically

Attend industry events and groups
Engage in information interviews
Expand your professional connections



Consistency & Authenticity

- Maintain consistency in your brand across all mediums and platforms
- •Be authentic in your interactions
- Remember, Personal Branding is an ongoing process
- •We evolve as people, as does our brand





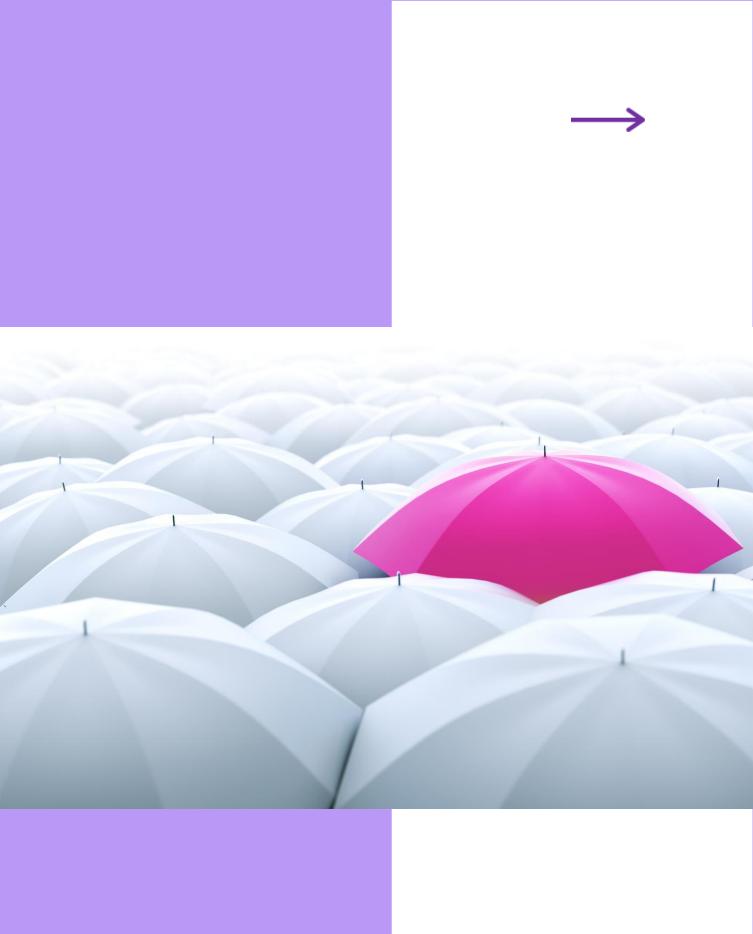
• What 3 words describe YOU! • Why do you do what you do • Top 3 Skills • Your 3 greatest strengths **o3** People you can ask for a recommendation •3 ways you will network



Let's Get Started

Stand Out From the Crowd!

- Building your personal brand for job searching requires consistency, authenticity, and a proactive approach
- By implementing these tips, you can effectively differentiate yourself from other candidates and position yourself as the ideal choice for potential employers



Maintaining Your Brand

Your Personal Brand needs to be maintained and promoted in your new role

Seek out opportunities
Ask questions, always be learning
Network, internal & external
Present at an event, be an ambassador
Share your views, your voice matters



A final message...

Remember, if you don't define your personal brand, others will define it for you!







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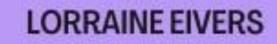


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Thank Vou!

Q & A

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