

Personal Branding

Why you can't neglect it





BIO – Tim Windhof

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Tim Windhof is an internationally renowned Executive Career Coach and triple Certified Executive Résumé Writer who has worked with and empowered hundreds of senior executives around the globe to dramatically shorten their job search times.

Tim is the founder of Windhof Career Services, LLC, where he works one-on-one with selected private executive and C-suite clients every month.

When not working one-on-one with his clients, Tim oversees the certification process at **The Executive Career Institute, LLC**, an organization he launched to fill a quality gap in the executive coaching industry.

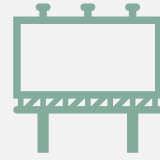
Tim is a certified Hidden Job Market Coach, Nationally Certified Résumé Writer, and one of only 35 Certified Executive Resume Masters worldwide. He is a former Forbes Coaches Council member and has lived, studied, and worked in Australia, New Zealand, Germany, and the U.S.

Before finding and committing to his true calling as a coach, Tim worked as an international corporate attorney and started his legal career for the Munich office of Jones Day, one of the top 3 biggest law firms in the world.

He holds a law degree from the University of Cologne, a Master of Laws with First Class Honors, from the University of Canterbury, and a Master Certificate in Human Resource Management from Villanova University.

What is Personal Branding?

Does Personal Branding Equate Your Online Web Presence?



Personal Branding and Brand Positioning expands beyond your online presence.



Personal branding is a vital process/exercise/element for creating career marketing materials with an edge.



Personal branding includes identifying key characteristics you will communicate across all career documents and channels.

Branding vs Personal Branding



WEBSITES &
SOCIAL MEDIA
PRESENCES



PRODUCT
PACKAGING &
DESIGN



LOGOS &
TRADEMARKS



WHITEPAPERS &
PUBLICATIONS



VIDEOS, GUIDES,
&
PRESENTATIONS



PRESS RELEASES



BLOGS



DIRECT MAIL

- Executive Resume
- Executive Cover Letter
- Executive Bio
- LinkedIn Profile
- Gated Talent Profiles
- Email Signatures
- Business Cards
- Web Search Results
- Presentations & Speaking
- Possibly Additional Web Presentations

Personal Brand Impact & Make It or Break It Question

Recruiters & Target Companies will:

- Research you and your online profiles
- Review your executive resume, cover letter, and have access to a wide array of online information about you (e.g., company press releases, GatedTalent profile!).
- Categorize you as A, B, or C player brand.

Make It Or Break Question:

- Will they find a compelling and consistent case to rank you as an “A player brand?”

Assessment

Step 1:

Are you an A), B), or C) player “brand”?

Do you have a brand promise throughout your career documents?

Do you have a unique selling proposition in your resume, cover letter, and LinkedIn profile?

Do you communicate i) vision, ii) mission, and iii) tagline in your career documents?

Assessment Step 2:

Does it
indicate an
A, B, or C
player
brand?

Quick Test:

- Google your name together with your current place of residence (and/or current employer).
- The results currently showing up are already part of your brand.

Common Problems:

- Frequently search results have not been optimized by yourself.
- Search results are not in sync with career marketing materials (resume, cover letter, bio, and LinkedIn profile).

I. Identifying Career Story



Everything starts with creating your own narrative



What is your story and what do you want to be known for?



Relentlessly unearth what you stand for and what you can offer to companies and boards

Step 1: Unearth Your Career Story

II. Creating Your Narrative

- Once you unearthed your career story, take sufficient time to identify your a) brand attributes, b) target market, and c) audience.
- Only by properly identifying a), b), and c) will you be able to make sure that your career story is powerful and relevant.

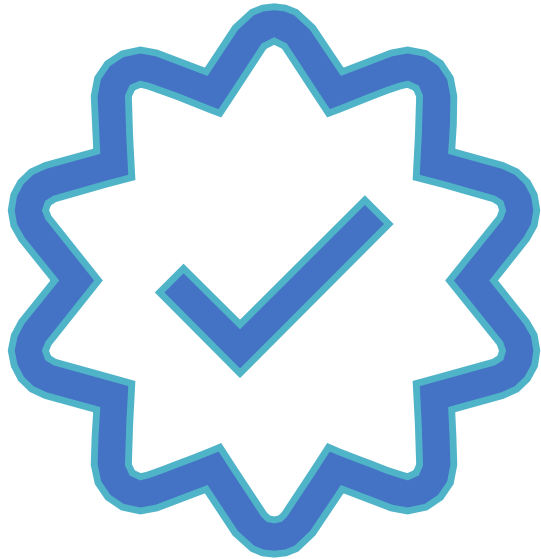


Refining your Brand Message

- Make sure that everything you are going to communicate is the authentic you (e.g., “people activator” vs. introvert preferences).
- Include opportunities for your target audience to establish an emotional connection with you (e.g., executive bio or LinkedIn).
- Double-Check: Are you really communicating your “authenticity” and “emotional connection” to energize your audience?



Consistent Brand Design & Focus



- One key element of your brand is a consistent design across all channels
- Brand recognition and a great first impression are essential
- Consistency is key

Common mistakes to avoid:

Different fonts and font sizes across your career marketing materials (e.g. different font and color scheme between bio and resume).

Different focuses across different channels (e.g., resume vs. LinkedIn: interim leadership focus resume but BOD focus LinkedIn).

Additional Ways to Unearth and Develop Your Brand

- Gather a 360-degree overview from your environment (fellow leaders but also outside of work)
- Co-branding: outstanding employer brands, mentors, or bosses (e.g. mentor/boss quotes in resume).
- Annual performance reviews
- Don't forget about DISC profiles, StrengthFinder, etc.

Which are the most important places?

Top Tier 1:

Across your written career materials: resume, cover letter, bio

LinkedIn

Top Tier 2:

Possible additional resources: your personal website, blog

Professional association profiles

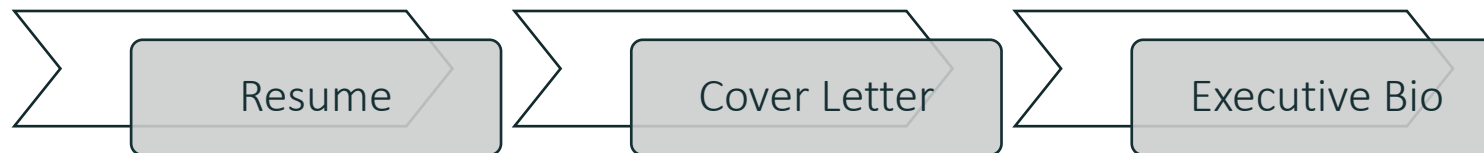
(Private) Email signatures

Communicating your Personal Brand:

I. Your Career Materials

Branded Resume

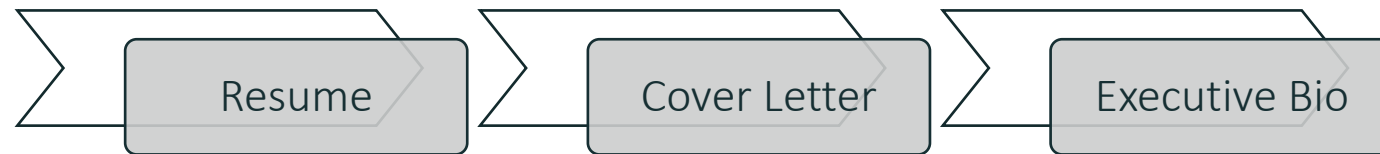
1. Communicate your unique characteristics and your value (visible vision, mission, and tagline?)
2. Showcases your authentic style and characteristics
3. Is free of any content that is generic and thus not “on-brand” for you (e.g., resume fluff, overly braggadocious language)



Communicating your Personal Brand:

II. Cover Letter & Bio

- Cover letter & bio provide the opportunity to communicate additional aspects of your personal brand
- E.g., favorite business and leadership quotes that support your overall message
- A key moment in life/a certain passion can be addressed
- Emotional connection element can be addressed in these documents (vs. resume)



Communicating your Personal Brand: III. LinkedIn Profile

Frequent executive questions: Do I need a new LinkedIn profile? Should I have short generic profile up?

Counter question: When you launch a new product or service for your company, should you have your marketing team create a new campaign or do you want the consumer to fill in the blanks?

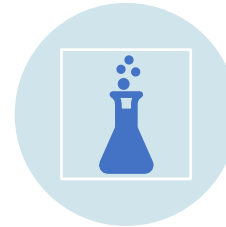
Note: Your LinkedIn profile is your brand ambassador 24/7 that communicates what you stand for while you sleep.

What Happens if you Skip the Branding Process?

Do I really need to do this?



You will compete with executives who didn't skip this process.



It is very likely that your career marketing materials will lack substance (think generic and free of "special sauce").



You might struggle to deliver a consistent career message that clearly communicates who you are and what you stand for.



Your career materials might not come close to communicating the actual value that you bring to the table.

Common Branding Mistakes To Avoid

- Relying only or too much on titles and company reputations (co-branding has its limits)
- Not communicating in your unique voice (authenticity!)
- Not deciding on what you want to be known for (“jack of all trades; master of none”)
- Not leveraging social media as your “engine”
- Not communicating “real life” achievement stories

Personal Branding - Key Takeaways:



Personal Branding is a necessary element of your career toolbox in 2020.



Personal Branding or the lack thereof will impact your reputation and chances of landing new executive opportunities.



Personal Branding is neither just your online presence nor just your career materials.



Unearthing, defining, and communicating your Personal Brand will empower your resume, bio, and cover letter to be truly outstanding.



The gained clarity will empower you to land the next opportunity faster.

Any Questions?!