

Personal Branding

Develop your personal brand and the marketing tools for your career search

SADDLEBACK CHURCH 1 February 2018

1-on-1 Coaching

Intro
• Career Coaching First Step

Level 1
• Personal Branding
• Standard LinkedIn

Level 2
• Resume
• Advanced LinkedIn
• Using LinkedIn to Target Companies

Level 3
• Interviewing
• Mock Interviews
• Salary Negotiations

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Agenda

- Creating a Personal Brand
- Planning For Your Job Search
- Communicating Your Brand Message

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Creating a Personal Brand

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Process for Creating a Personal Brand

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graph LR; A[1 Develop Your Personal Branding Strategy] --> B[2 Create Your Communication Tools]; B --> C[3 Work Your Plan];
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Most people skip this step

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What You're Up Against

Amount of time spent by recruiters reviewing the average resume
6 seconds

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What You're Up Against

Number of applicants for the average job
250



What You're Up Against

In a study of 112,000 job postings:

- 130 million viewed
- 13 million applied
- < 1% hired

Source of Hire:

- 45% directly sourced
- 40% referral
- 15% applied directly

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

Define Your Value





- How transferable are your skills?
- What value do your skills provide an organization?
- What are your core skills (2-3 best describe you)?

Category	Examples	Proof Points (3-5 per skill)
Personal Skills	Innovative, organized	Innovative = created new process, etc.
Functional Skills	Analysis, budgeting	Analysis = produced Q market share report
Technical Skills	Quality expert, HTML	Quality = Six sigma black belt, Deming, etc.

Validate Your Perceived Value

Your Opinion of You:

How Others Perceive You:

- Great Communicator \dashrightarrow  \dashrightarrow Quiet Person
- Strong Leadership Skills \dashrightarrow  \dashrightarrow Doesn't Lead or Organize
- Financial Expert \dashrightarrow  \dashrightarrow Good in Operations
- Team Player \dashrightarrow  \dashrightarrow Kind of a Loner

Use family, friends, colleagues, or accountability partners to validate how you are perceived

Planning For Your Job Search

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Creating a Personal Marketing Plan

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Creating a Personal Marketing Plan

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Creating a Personal Marketing Plan

- Location/Commute
- Company Size
- Compensation
- Timing

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Creating a Personal Marketing Plan

- Looking in familiar territory?
- Pivoting in a new direction?

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Creating a Personal Marketing Plan

- Willing to relocate?
- International?

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Creating a Personal Marketing Plan

- 25-50 companies you would like to work for
- List will evolve

Step 5: Your Target Companies

Step 6: Your Brand Attributes (top 4-5)

Step 7: Tactics You Plan to Use

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Creating a Personal Marketing Plan

Brand attributes describe your value (examples):

- Quality Management
- Proven Track Record
- Industry Experience and Education
- Leadership

Step 5: Your Target Companies

Step 6: Your Brand Attributes (top 4-5)

Step 7: Tactics You Plan to Use

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Creating a Personal Marketing Plan

Networking

- Networking Events / Groups
- Using your personal network
- LinkedIn

Recruiters

- SEO
- Personal Contacts

Search Tools

- Indeed
- The Ladders
- ...and many more

Step 5: Your Target Companies

Step 6: Your Brand Attributes (top 4-5)

Step 7: Tactics You Plan to Use

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Communicating Your Brand Message

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Communicating Accomplishments

What did you accomplish pertaining to...

- People
- Processes
- Products

Power Stories using **PAR** statements

- **P**roblem
- **A**ction
- **R**esult

AKA: STAR, CAR, or OAR statements

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Power Stories

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

Problem

- Outside vendor training cost had doubled in 5 years

Action

- Implemented a computer learning center...

Result

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

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Power Stories

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

Problem

- A decline in customer service contract renewals was negatively affecting the organization's profitability.

Action

- Instituted a customer call back program...

Result

- ...resulting in a 22% increase in customer service contract renewals."

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Accomplishment Examples



“Earned recognition for sales achievements by consistently placing first or second in every promotion in the past 9 out of 10 years.”

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Accomplishment Examples

“Generated over \$1 million annually by modifying a special instrument which is now recognized as an industry standard.”



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Accomplishment Examples



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

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ACTIVITY: Create a PAR Statement

<p>It's my first time...</p> <p>Instructions</p> <ol style="list-style-type: none">1. Think of a recent professional/volunteer accomplishment2. Write and describe...<ul style="list-style-type: none">• The problem you faced• The action you took• The result you achieved <p>There's no need to formalize your story into a statement (that's for the Resume class)</p>	<p>I've been here before...</p> <p>Instructions</p> <ol style="list-style-type: none">1. Pick an accomplishment that you'd like to tinker with2. Examine how you described...<ul style="list-style-type: none">• The problem you faced• The action you took• The result you achieved <p>Make some adjustments to see if you can improve the description</p>
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Stand Out Among the Crowd



As if I haven't already heard this 10 times today.

I've got to remember to pick up milk on the way home.

I'm not feeling too well today.

I have no idea what that acronym stands for.

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Elevator Pitch

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



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.”

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.”




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."

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Elevator Pitch Examples



"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."

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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




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Marketing Messaging and Tools

Messages	Tools
<ul style="list-style-type: none">• Develop Your Value Proposition• Understand Your Skills• Know Your Accomplishments• Prepare Your Power Stories• Create A Strong Brand Message (Elevator Pitch)	<ul style="list-style-type: none">• Resume & Cover Letters (Resume)• Special Reports• Marketing Portfolio (Targeting Companies)• E-mail address/Networking Cards• LinkedIn Profile, Social Media Presence (LinkedIn)

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Social Media

The Stats	Used For...
<ul style="list-style-type: none">• 94% LinkedIn• 66% Facebook• 52% Twitter	<ul style="list-style-type: none"> Job Board and Profile Database Showcase brand and post jobs Showcase brand and post jobs <p>All used to source and vet candidates</p>

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Website Resources

- Career Accomplishments
- Elevator Speech Template
- Match Skills to Job Requirements
- Personal Commercial
- Power Stories
- Fundamentals of an Elevator Pitch
- Marketing Yourself For a Job
- And More ...

saddleback.com/careercoaching

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Recap

- **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

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Thank You

Questions?

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