

# Crafting a Personal Brand



How can we reframe our thinking to keep us from being limited by Imposter Phenomenon?

## **By crafting a personal brand, we can build our confidence and acknowledging our achievements**

- Knowing how to articulate your brand builds confidence!
- One way to recognize our achievements
- Helps reframe the way we see our successes
- Always evolving - teaching us that it is about progressing towards our goals, not perfection!

**What are some of your favorite brands?**

**What makes them strong? Why are you loyal to them?**

Enter your thoughts above

# What is a personal brand?



**Establishing and promoting what you stand for. It is showcasing the skills and unique attributes that make you, YOU.**

- Your marketing footprint
- An online extension of your in-person identity
- An authentic representation of you
- Something that strengthens your career over time
- An opportunity to showcase your professional expertise
- A means to help you excel in your role

[The Complete Guide to Building Your Personal Brand.](#)  
*[n.d.]. Retrieved June 01, 2018*

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## Why does it matter?

The importance of personal branding is not only related to business cards going away and LinkedIn becoming popular, it also has to do with your personal narrative.

If you don't take control of your personal brand online (or on your resume), then you are missing out on opportunities and letting others control your narrative.

Builds Self Awareness and Confidence

Builds Credibility

Helps Organize Your Narrative

Sets You Apart



## Discover your identity

- Know your strengths and opportunities for growth
- Learn how to clearly and concisely articulate your story



## Identify your audience

- Know who you are trying to reach in order to tailor the language and message of your brand
- Test with like-minded people in your field (mentors, co-workers, influencers)



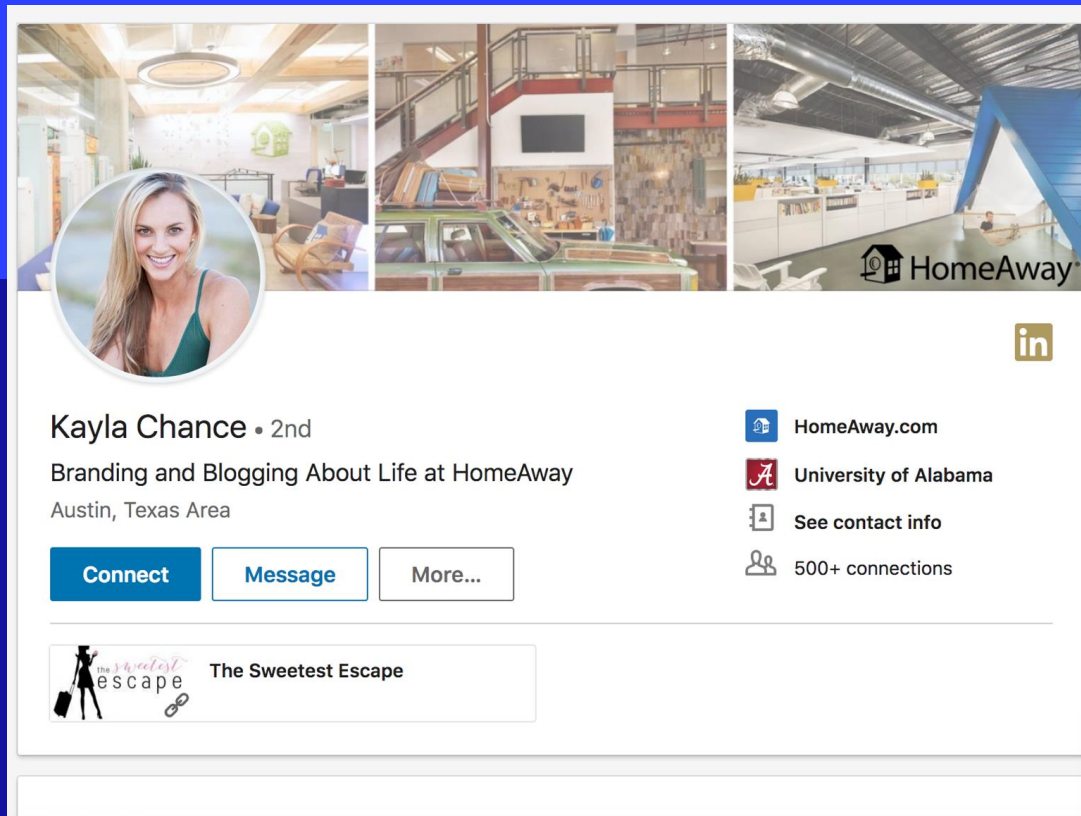
## Engage

- Craft a personal brand statement
- Know how to engage at the right time/place
- LinkedIn, Facebook, in person, etc.

# Digital Examples






Notice the differences in the profiles and how they are crafted for their audience. On the left we have someone who is in digital branding, notice the pictures and look. The other is reaching out to the HR community

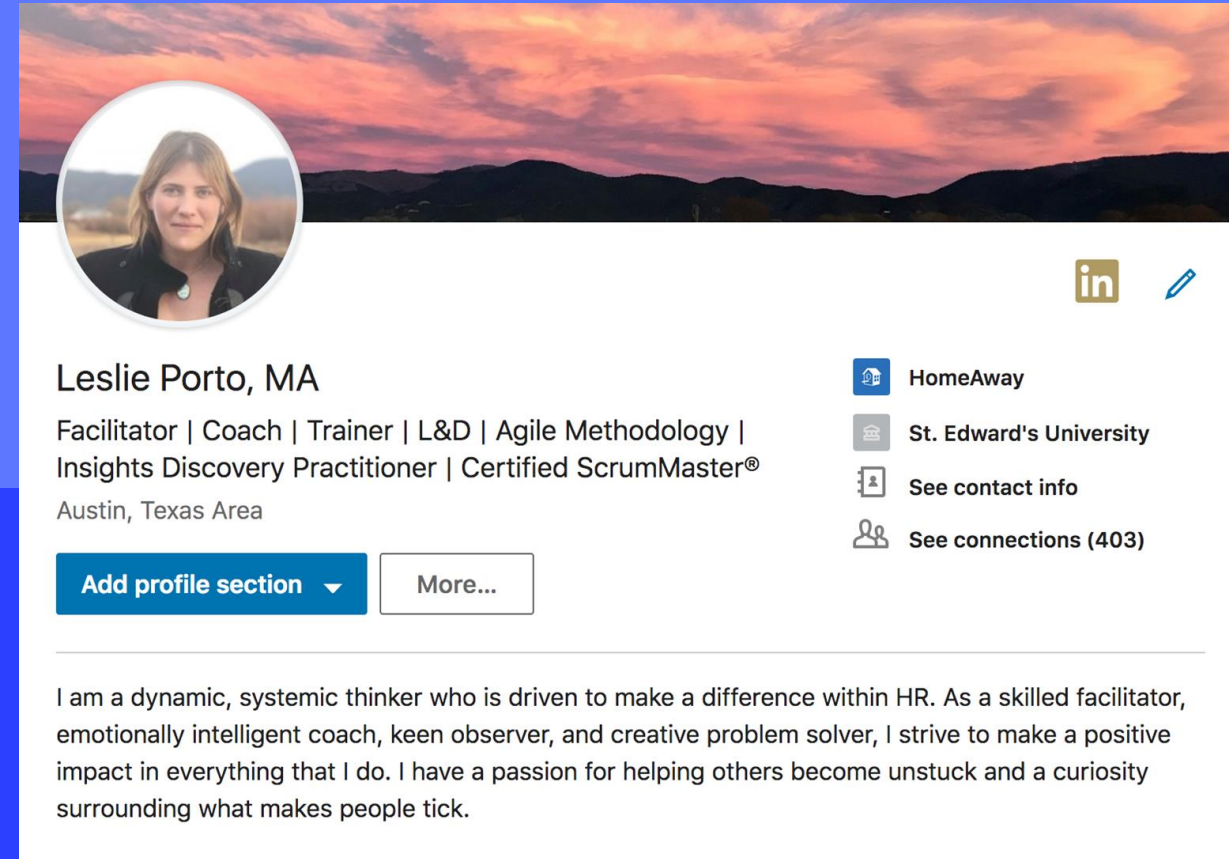


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I am a dynamic, systemic thinker who is driven to make a difference within HR. As a skilled facilitator, emotionally intelligent coach, keen observer, and creative problem solver, I strive to make a positive impact in everything that I do. I have a passion for helping others become unstuck and a curiosity surrounding what makes people tick.

# What are your strengths?



Write down as many as you can think of – or ask a friend what they would say your strengths are.



# Imagine your professional self 5 years from now...

Write down aspirational characteristics that would describe your future self.

# Utilizing your strengths and aspirations, craft your personal brand

Craft a brand statement for LinkedIn, your resume, or a future elevator pitch!



# Thank You

