

## CREATING A PERSONAL BRAND

To stand out in the employment marketplace, appropriate positioning, and building your personal profile by applying the combined art and science elements of branding will provide substantial advantages.

Following are components to consider in its structure, and the pillars which overlay your story. In developing your personal brand focus on consistency in style, message and level of activity.

### **Defining your brand**

This is the most significant step to developing a personal brand. Anchored by your core values it is the foundation for your communication strategies. Ask yourself a few questions - What is your definition of success? What is your purpose of work? What is important, motivates you? What are your passions? What are your aspirations? In answering these questions, your personal brand will take shape.

To develop your actual brand, you'll need to put a little more thought into these, perhaps ask close connections for their objective input.

### **Develop a personal vision statement**

This will serve as your core basis; it presents your talents and value offering. Developing your statement will be a summary of objectives, capabilities and experience combined in a series of capsule statements. It will be a guide as you build your profile and continue your job search.

In framing this, the key is to overlook job titles, focus on attributes, and your contribution to the workplace. Ensuring every word has a purpose and leaving out 'I' will add to creating impact.

### **Developing your tools and strategies**

Applying your personal brand consistently across all aspects and touch points on the job seeker journey ensures authenticity for viewers and those interested in your talents as well as providing an economy of effort for you. Additionally, it encourages alignment of your career goals with the next opportunity you land.

Social Media - LinkedIn, Facebook, Instagram

Job Application Material - letters and CV

Connectability - Phone messages, written correspondence

Accessibility and response times - a myriad of interactive touchpoints

For more guidance and general career services refer to Resources on this website and contact us for available career development programmes.

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