Personal Branding

Jennifer McDonald, Corporate Recruiter
This is a workshop

- Be prepared to participate

- You will walk away with information and tools to build your personal brand or elevate your current brand in order to successfully gain employment.

- Potential employers are researching and assessing your personal brand.
Agenda

- Introduction
- What is personal branding?
- Discover and analyze your brand
- Create your tools
- Create your content
- Practice
Introduction

- Who is Wolters Kluwer?
- Who am I?
About Wolters Kluwer

Wolters Kluwer is a global leader in information services and solutions for professionals in the health, tax and accounting, risk and compliance, finance and legal sectors.

- Founded in the Netherlands in 1836
- 19,000 employees globally
- We serve customers in over 180 countries
- Revenue of 4.3 billion in 2017
- Tax and Accounting division represented in Wichita
Who am I?

Jennifer McDonald

- HR, Recruiter and Entrepreneur

- BS from Doane University in Public Administration

- MS from Kansas State University in Agribusiness

- 2017 Class of 40 under 40

- 2017 Urban Professional of the Year

- Married, 2 children and 2 dogs
What is personal branding?

- Definition
- The Brand Called You
- Projecting yourself in the World
Definition

- Personal branding by definition is the process of turning yourself and your career into a brand.

- Think of it as “self – packaging.”

- What are some of the most notable brands?
“Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.”
Projecting Yourself in the World

- Do you believe these statements to be true? Yes or No

- Personal branding is the way you market yourself to the world.
- Your personal brand is what other people think of you.
- Sometimes your brand is outside of your control.
- Unavoidably, people will form opinions of you.

- How does this make you feel?
Discover and analyze your brand
Discover your brand

First rule - Know thyself....

ask yourself:

- What is your vision of the world?
- What is your purpose?
- What are your values and passions?
- What are your top goals?
- What are your attributes?
Analyze your brand

- Brand assets:
  - Do many people have positive awareness about you?
  - Do they trust you? Come to you for advice?
  - Do you believe in your talents?
  - Do they think of you as an expert in your field?
Strategic Brand Identity

- Define yourself in three adjectives.
  - Examples: Genuine, charismatic, energetic, intelligent, enthusiastic, trustworthy, persistent, hardworking, effective, flexible, “can do” attitude

- Define your values

- Define how you want your relationships to others to be perceived.
  - Examples: Collaborative, friend, adviser, problem-solver, leader....
Create your tools

- Think of your brand as a symbol
- First impressions
- Professional dress
- Your resume

“Almost everyone will make a good first impression, but only a few will make a good lasting impression.”

Sonya Parker
Think of your brand as a symbol

- What is the visual imagery of your personal brand?
- What kind of symbol does your appearance project?
- Use color to communicate your brand position.
  - Examples:
    - Blue – conveys intelligence and authority
    - Green – conveys freshness, hope, innovation, respect for the environment
First impressions

- First impressions are made within 60 seconds of a meeting.
- There is a say, “Unspoken impression + words make the impression.”
  - Your appearance
  - Your actions
  - Your words
Professional Dress

Important tips:
 Dress appropriately for the occasion and for your personal brand.
 Dress with good quality, comfortable, appropriate, well fitting pieces.
 Dress for the job you want not the job you have!
 Avoid being overly trendy or sexy.
Your resume

- Must be error free!
- Must clearly describe your experience in a concise and clever way.
- You want to standout!

**Printed resume should include:**
- Key accomplishments
- Skills
- Education
- Goal
Create your content

- Define your value proposition
- Personal Branding Through Community and Public Relations
- Leverage your brand to land the job
- Careers at Wolters Kluwer
Define your value proposition

- A value proposition is....a statement of functional, emotional and self-expressive benefits that is delivered by a brand that provides value to a customer.

- What benefits do you provide to others?
  - Examples: know-how, ability to work in a team

- What is your value to others?
  - Examples: superior work product, reliability
Personal Branding Through Community and Public Relations

- Community activism and philanthropy is important

- **Network** – meet as many people as possible.

- A major community contribution can lead to significant community awareness of who you are.
Careers at Wolters Kluwer

- If you follow the guidelines outlined in this presentation, you will attract an employer and land an amazing career!

- Open positions in Wichita, KS:
  - Product Support Rep
  - Associate Tax Analyst
Thank you!