BRIAN THOMAS

INSPIRING GREATNESS FROM THE CLASSROOM TO THE BOARDROOM

“Personal Branding: Practical Tools For Navigating Your Chosen Career Path”

Your Future
Your Brand
Today

What percent of employers use social media to screen candidates?

?

70%

Ice breaker

Brands

Cool, Fresh, Excellence

Quick, Specialized, Tasty

Fast, Fun, Value Menu

7 SECONDS TO MAKE A FIRST IMPRESSION

What is a Brand?

Personal branding describes the process by which individuals and entrepreneurs ***differentiate themselves*** and stand out from a crowd by identifying and articulating their unique value proposition, whether professional or personal, and then ***leveraging it across platforms*** with a consistent message and image to achieve a specific goal.

On Average, every corporate job opening attracts 250 resumes, but only 4 to 6 of these people will be called for an interview, and only 1 of those will be offered a job.

Differentiate YOURself

What percent of admission officers check applicants social media profile?

?

36%

POP QUIZ

Why does your personal brand matter?

- Speaks for you
- Promotes you
- Validates you
- Shows credibility
- Displays professionalism
- Can project you creativity
- May show your influence
- Humanizes you

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to be best
point of view.
Credibility
quality of being
believable or

95% of recruiters use LinkedIn regularly
77% of recruiters use LinkedIn to find candidates

Tell YOUR Story

Family, Professional, Business

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What's your game plan?

- LinkedIn
- Website
- Business cards
- Social media platforms
- Your presence

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Your Brand and Major Message Impact

Key Takeaways

- ❑ 7 seconds to make a first impression.
- ❑ Be credible. Live the brand you promote.
- ❑ Tell your story.
- ❑ Create and update your LinkedIn profile.
- ❑ Display professionalism and consistency.
- ❑ Have some fun with your brand.

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Self Reflection

1. Do you see yourself as a personal brand?
2. What does your current public brand say about you?
3. Does your current online presence reflect your intended brand message?
4. How can you improve personal brand today?

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Questions? Get in Touch

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