

# BRIAN THOMAS

INSPIRING GREATNESS FROM THE CLASSROOM TO THE BOARDROOM

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





**Today**

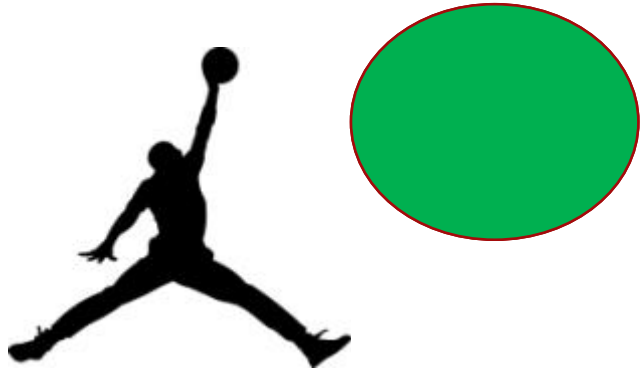
**Your Brand**

**Your Future**



**What percent of employers use social media to screen candidates?**

**?** **70%** **Icebreaker**

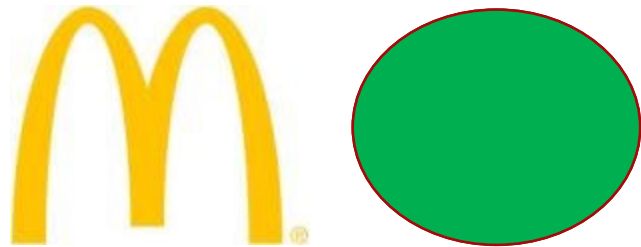


Cool, Fresh, Excellence

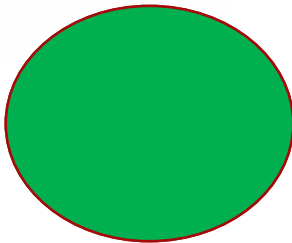
# Brands



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% QUIZ**



# Why does your personal brand matter?



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

to be best in  
point of view.

**Credibility** [kri-  
quality of being  
believable or tr  
lished rel



Connect to Opportunity™

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

# Tell YOUR Story



**Family, Professional, Business**



# What's your game plan?



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

A large, dynamic splash of water is the central focus, set against a deep blue background. The splash is captured in a way that shows the movement and texture of the water, with various droplets and ripples. The text is overlaid on the dark, shadowed part of the splash.

***Your Brand  
and  
Major  
Message***

# 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.

# 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?





# Questions? Get in Touch

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