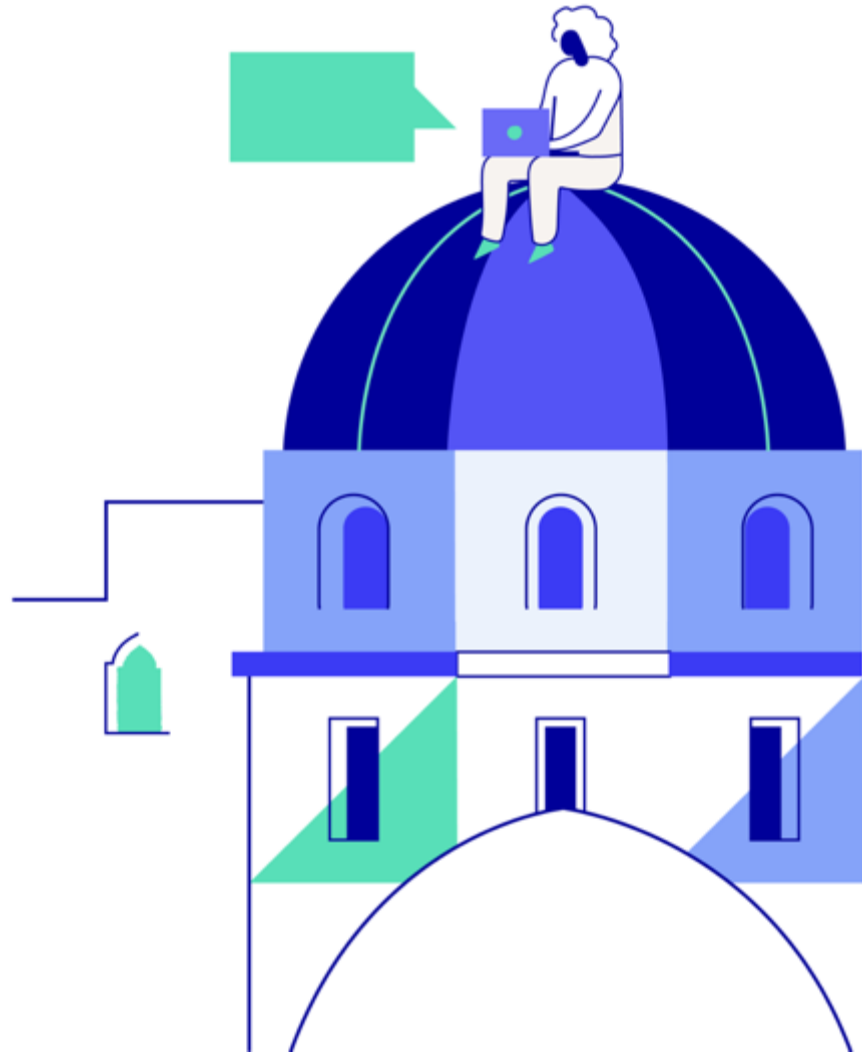


Authentically You: Building Your Personal Brand

ODxOS 2021

Agenda

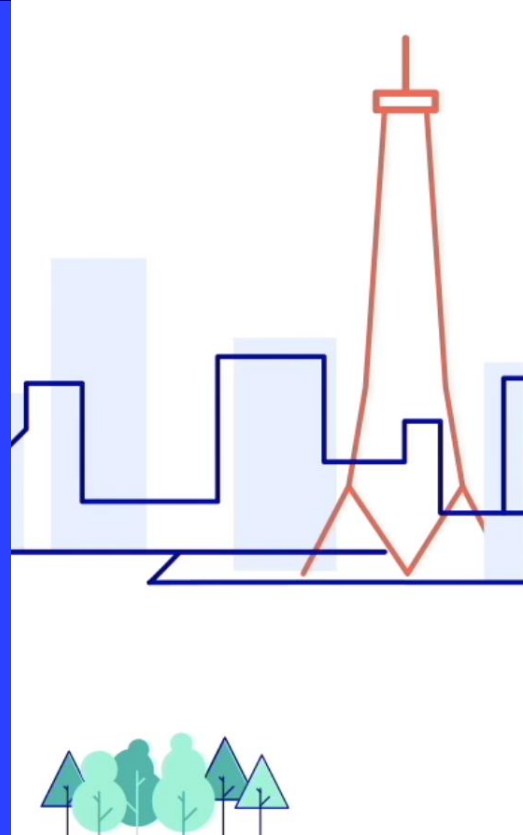
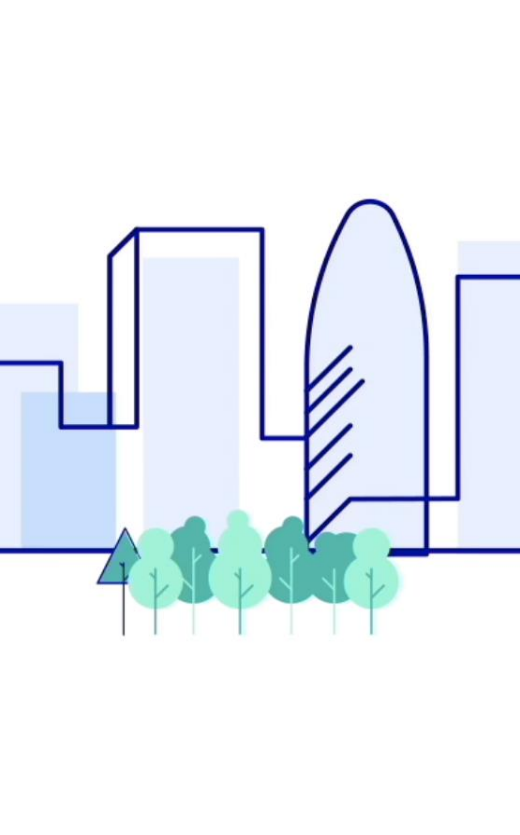


Personal Branding



- What is Personal Branding & why it's important
- Elements of your Personal Brand
 - Values
 - Strengths
 - Passions
 - Ambitions
- Imposter Phenomena
- Building Your Personal Brand
- Play to your audience & situation
- Commitment & Next steps
- Resources

Personal Branding



who are
you??



A hand holding a red marker is writing the phrase "You are Your Own Brand" in white cursive on a glass surface. A large red circle is drawn around the text. The background is blurred, showing what appears to be a modern office or public space with people and lights.

You are Your Own
Brand

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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'Personal Branding is what people say when you're not in the room'

How people perceive you?

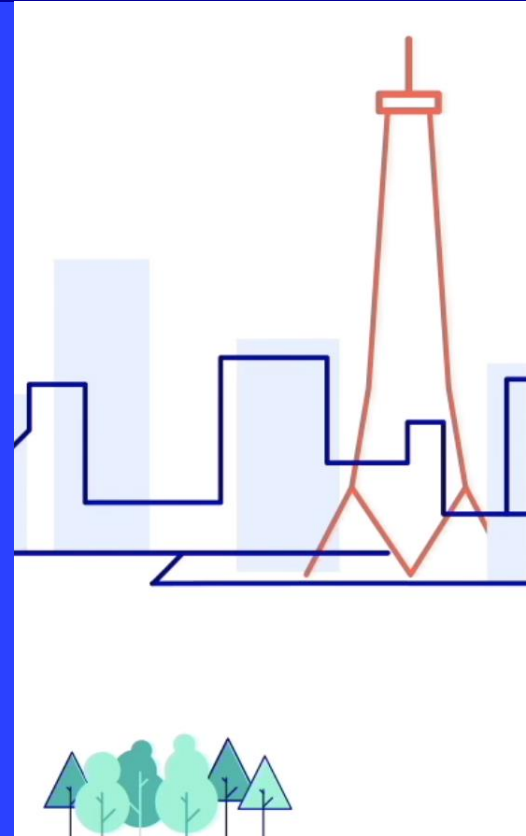
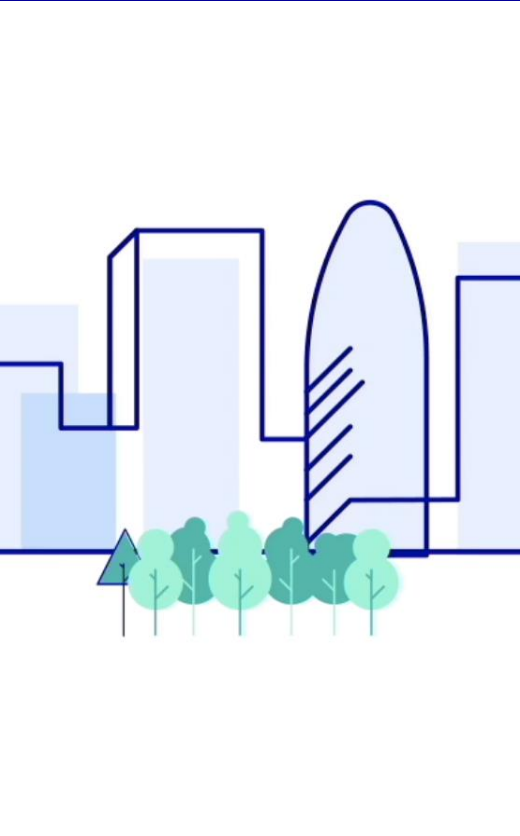
How do you want people to perceive you?

- Builds Self Awareness and Confidence
- Builds Credibility
- Helps Organize Your Narrative
- Sets You Apart

Cole, N. (2018, March 20). How to Build a Personal Brand in 5 Steps (and Why Everyone Messes Up on Number 1). Retrieved June 01, 2018, from <https://www.inc.com/nicolas-cole/how-to-build-a-personal-brand-in-5-steps-and-why-everyone-messes-up-on-number-1.html>



Elements of a Personal Brand





Values

Strengths

Passions

Ambitions

Play

EMPATHY

JUSTICE

team work

INTEGRITY

Community

loyalty

Connection

EXCELLENCE

TRUST

hard
working

Your Values Reflection



- Take a couple of minutes to reflect & **select 10** of the listed Values.

Authenticity
Achievement
Adventure
Authority
Autonomy
Balance
Beauty
Boldness
Bravery
Calmness
Compassion
Challenge
Citizenship
Community
Competency
Contribution
Creativity
Curiosity
Determination
Empathy
Energy

Fairness
Faith
Fame
Family
Fitness
Freedom
Friendships
Fun
Growth
Happiness
Health
Honesty
Humor
Independence
Influence
Inner Harmony

Integrity
Intelligence
Justice
Kindness
Knowledge
Leadership
Learning
Love
Loyalty
Meaningful Work
Nature
Openness
Optimism
Patience
Peace
Pleasure

Popularity
Recognition
Religion
Reputation
Respect
Responsibility
Security
Self-Respect
Service
Spirituality
Stability
Success
Status
Trustworthiness
Wealth
Wisdom

- What are you good at?
- What is your superpower?
- What makes you credible?



Strengths Assessments



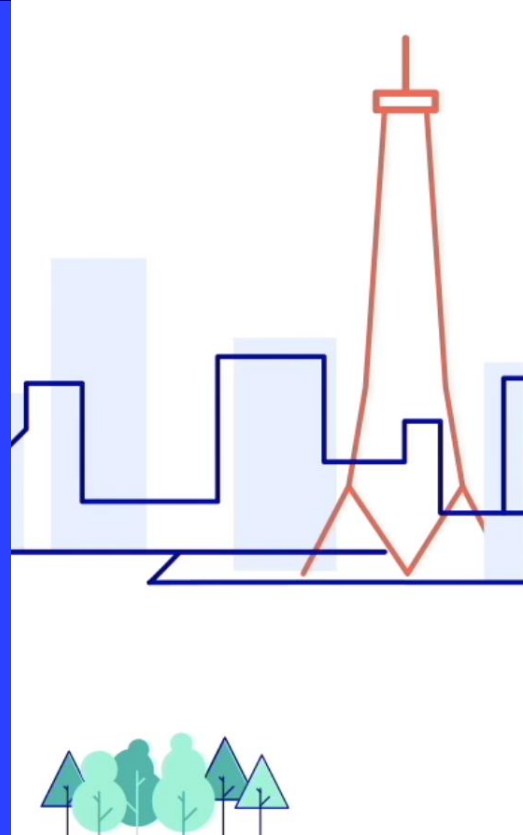
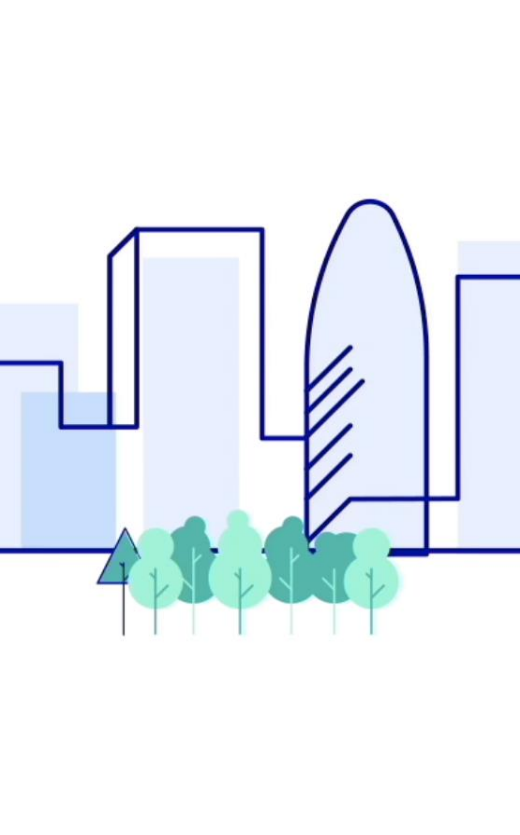
- **MBTI** (Myers-Briggs Type Indicator)
- **Insights**
- DISC
- **16personalities.com**
- High5 Test
- HEXACO
- NEO Personality Inventory
- Eysenck Personality Inventory
- Minnesota Multiphasic Personality Inventory
- Cappfinity Strengths
- The Birkman Method
- Values and Motives Inventory
- **Hogan Personality Inventory & Development Survey**



- What are you passionate about?




Imposter Phenomenon





What is imposter phenomenon?

Collection of feelings of inadequacy that persist despite evident success

- Pauline Clance, PHD and Suzanne Imes PhD coined the term in 1978
 - **70%** of people experience at least once in their careers
 - Early research originally indicated women were more impacted than men but recent studies debunk that belief
 - More common within minority groups and with people who received mixed messages with their families.
- 

Subtypes of Imposter Phenomenon

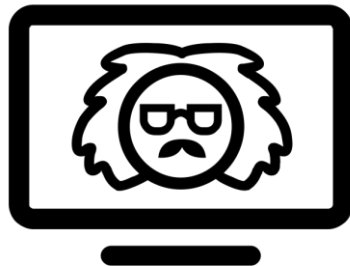
The Perfectionist



The Superhero



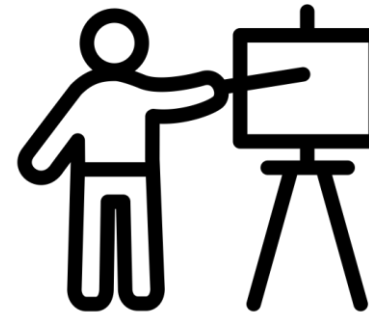
The Natural Genius



The Rugged Individualist



The Expert



The Perfectionist



Set high goals for themselves and if they are not meeting goals they can experience self-doubt. Perfectionists also tend not to delegate as they feel if they want something done right they must do it themselves.

- ❑ Have you ever been accused of being a micromanager?
- ❑ Do you have great difficulty delegating? Even when you're able to do so, do you feel frustrated and disappointed in the results?
- ❑ When you miss the (insanely high) mark on something, do you accuse yourself of “not being cut out” for your job and ruminate on it for days?
- ❑ Do you feel like your work must be 100% perfect, 100% of the time?

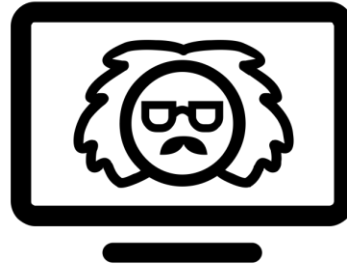
The Superhero



Push themselves to work harder and harder to measure up to cover up their insecurities and are prone to work overload.

- ❑ Do you stay later at the office than the rest of your team, even past the point that you've completed that day's necessary work?
- ❑ Do you get stressed when you're not working and find downtime completely wasteful?
- ❑ Have you let your hobbies and passions fall by the wayside, sacrificed to work?
- ❑ Do you feel like you haven't truly earned your title (despite numerous degrees and achievements), so you feel pressed to work harder and longer than those around you to prove your worth?

The Natural Genius



Judge success based on their abilities not efforts. For example, if you work hard at something you must not be talented. They judge themselves based on realistic expectations and getting it right the first time.

- ❑ Do you have a track record of getting “straight A’s” or “gold stars” in everything you do?
- ❑ Were you told frequently as a child that you were the “smart one” in your family or peer group?
- ❑ Do you dislike the idea of having a mentor, because you can handle things on your own?
- ❑ When you’re faced with a setback, does your confidence tumble because not performing well provokes a feeling of shame?
- ❑ Do you often avoid challenges because it’s so uncomfortable to try something you’re not great at?

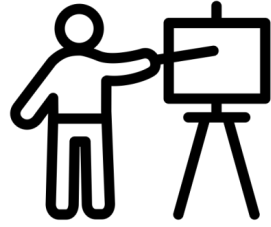
The Rugged Individualist



Feel as though asking for help makes them an imposter. They see accepting assistance as proof of being an imposter.

- ☐ Do you firmly feel that you need to accomplish things on your own?
- ☐ “I don’t need anyone’s help.” Does that sound like you?
- ☐ Do you frame requests in terms of the requirements of the project, rather than your needs as a person?

The Expert



They fear they might be exposed as inexperienced or unknowledgeable. May feel as though they tricked an employer into hiring them.

- ❑ Do you shy away from applying to job postings unless you meet every single educational requirement?
- ❑ Are you constantly seeking out trainings or certifications because you think you need to improve your skills in order to succeed?
- ❑ Even if you've been in your role for some time, can you relate to feeling like you still don't know "enough"?

How Can We Overcome Imposter Phenomenon?

- ❑ Acknowledge it
- ❑ Reframe
- ❑ Progress not perfection!
- ❑ Recognize your achievements
- ❑ Remember you are not alone

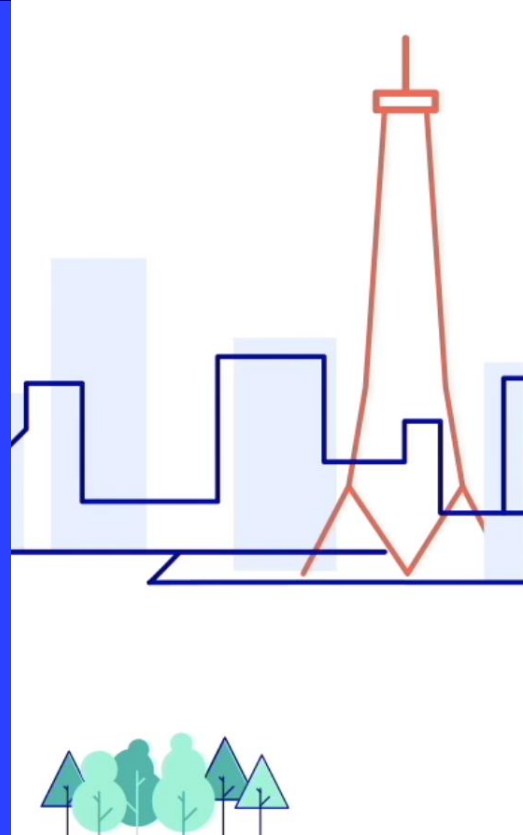
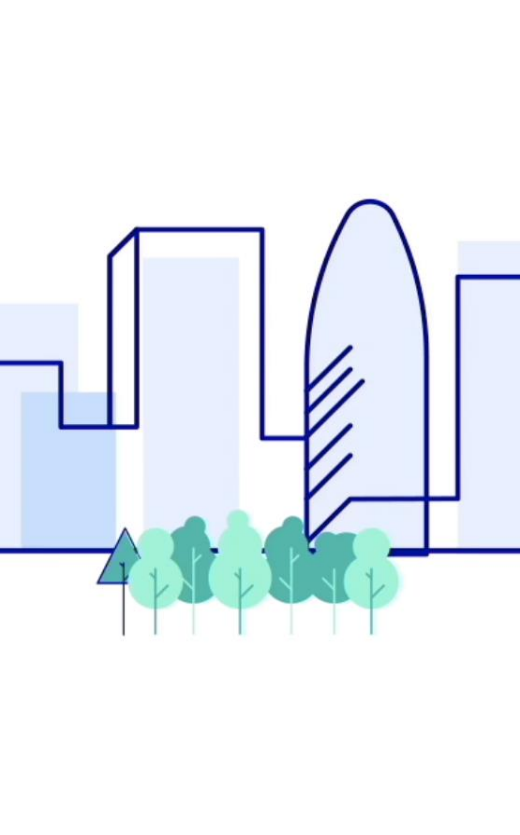
Take the Imposter Phenomenon Assessment and score yourself

- ☐ Did anything surprise you?
- ☐ How have your results impacted you personally?
- ☐ How have your results impacted you professionally?

<http://paulineroseclance.com/pdf/IPTestandscoreing.pdf>



Building Your Brand



Your statement is 1–2 sentences answering what you are best at **(value)**, who you serve **(audience)** and how you do it uniquely **(USP)**.

It sums up your unique offering. Your personal brand statement is distinctive to you and you alone.

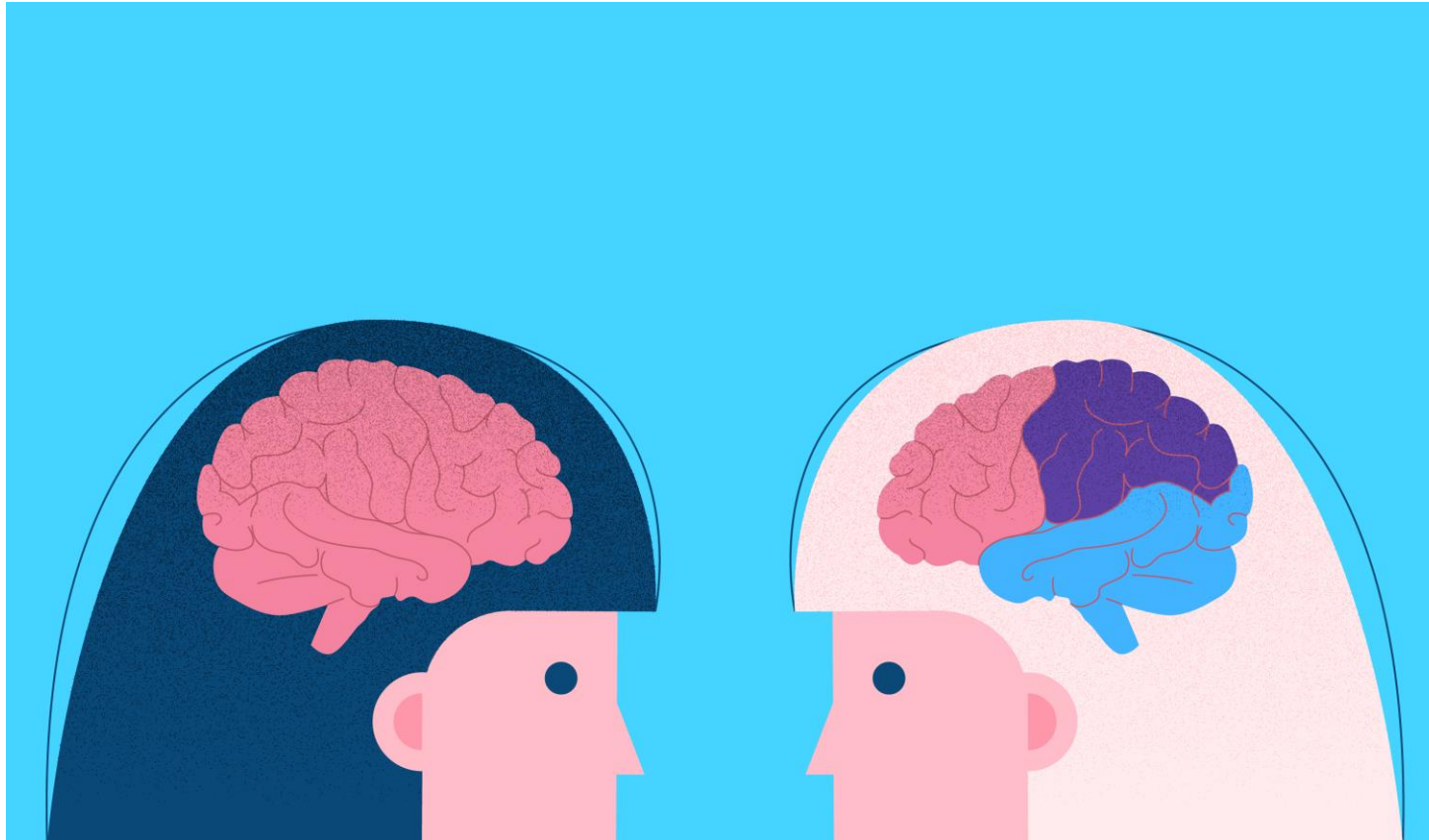
Example:

I help passionate people grow & thrive in their careers. I love being able to help colleagues at Expedia Group become a better version of themselves.

I offer a mix of learning design, facilitation, program management, mentoring & coaching.

I'd like to keep on developing my knowledge & skills within Learning & People Development

'Our brains are designed to remember stories, not data.'

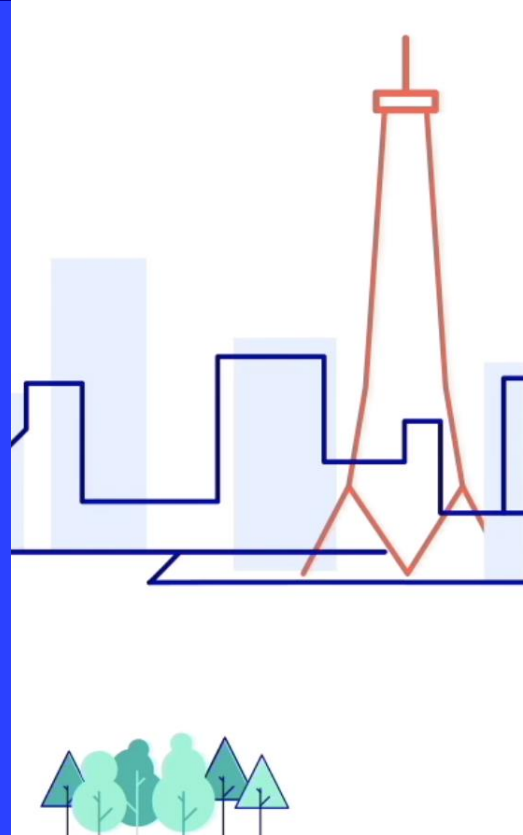
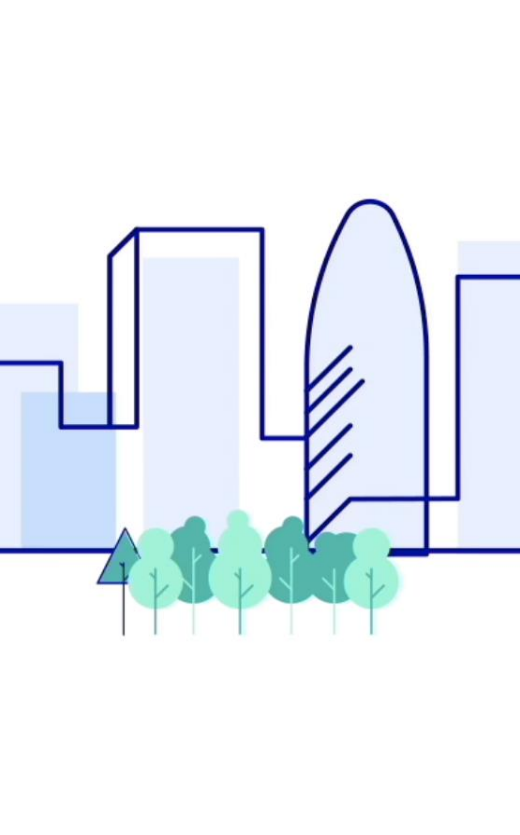


A Good Personal Story:

- * Who you are
- * What makes you credible
- * What have you overcome
- * What your current mission is



**Play to Your Strengths,
Audience & Situation**





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)

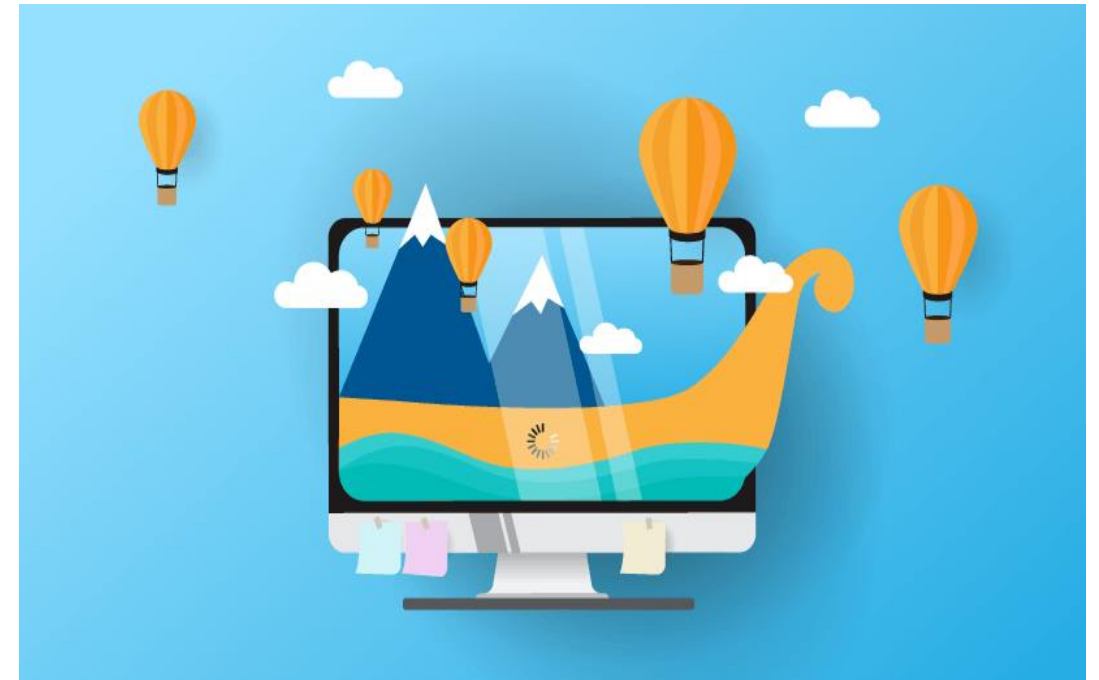


Engage

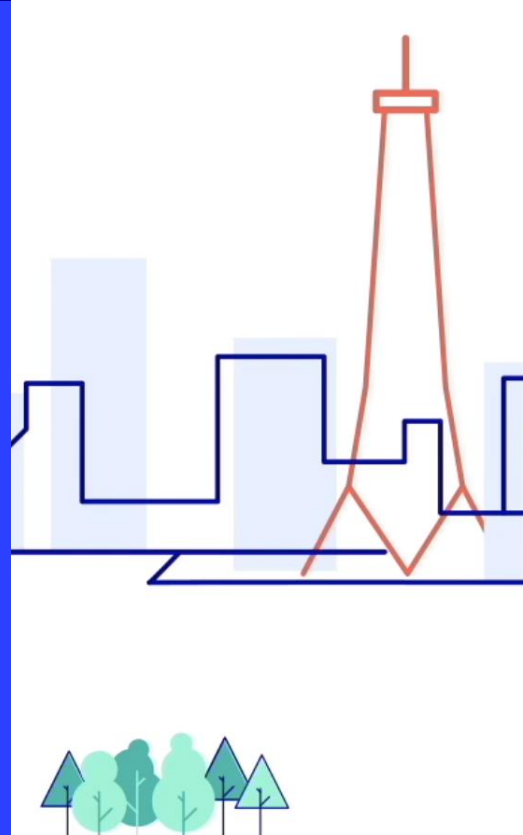
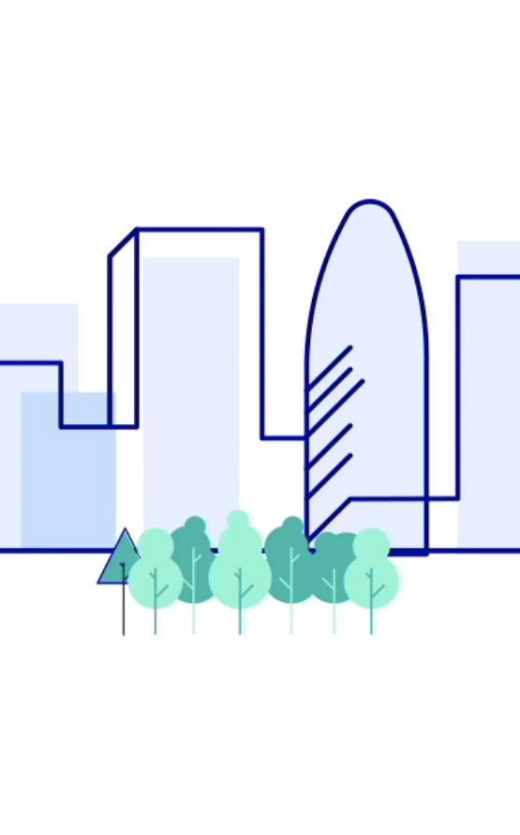
- Craft a personal brand statement
- Know how to engage at the right time/place
- LinkedIn, Facebook, in person, etc.

4 Tips to build a strong personal brand:

1. **Be Self-aware** & clear on your values, strengths, passions & ambitions
2. **Tell your story** with your life, stay true to yourself
3. **Network & Deepen your Relationships**
4. **Say Yes to Opportunities**



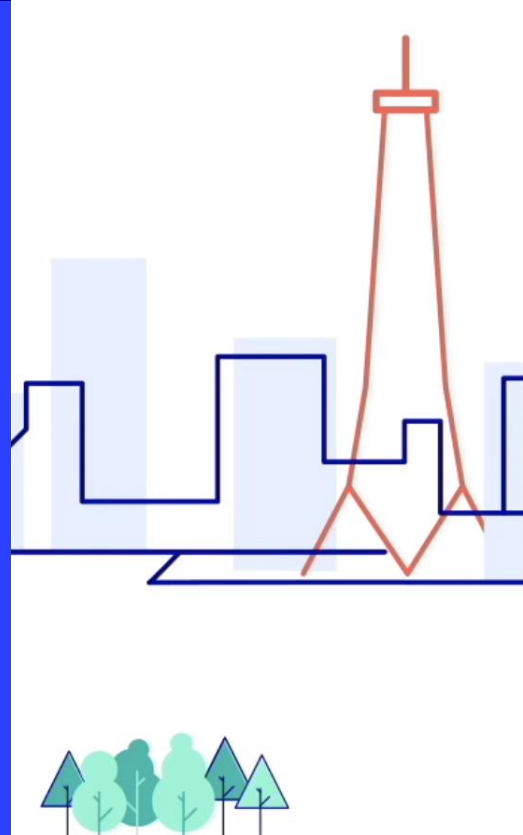
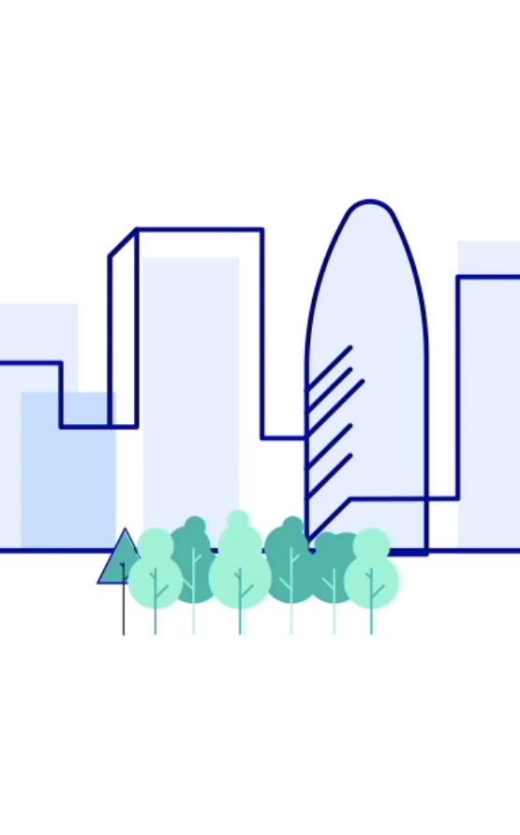
Commitment & Next Steps



Reflection & Action Items:

- Why is Personal Branding important? What are some of the key elements of a Personal Brand?
- Come up with a Personal Brand Statement or a Personal Story
- Reflect on your Values, Strengths, Passions & Ambitious goals
- Craft your branding statement or story

Resources



**Self-
confidence
is the
best outfit,
rock it
and own it.**

Articles:

[12 Golden rules of Personal Branding](#)

[The Definitive Guide to Personal Branding](#)

[Personal Branding Strategy: A Roadmap for Professionals, Experts and Executives](#)

[The Best Personality Tests In Ranking Order \(2021 Update\)](#)

[16 Personalities Theory](#)

TED Talks:

[Powerful Personal Branding | Ann Bastianelli](#)

[The Personal Brand of You | Rob Brown](#)

[3 Questions to unlock your authentic career: Ashley Stahl](#)

LinkedIn Learning videos:

[Learning Personal Branding](#)

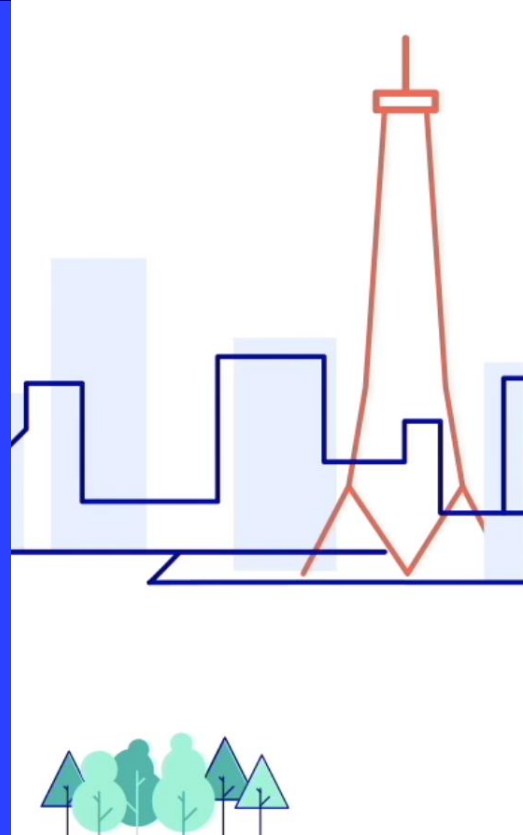
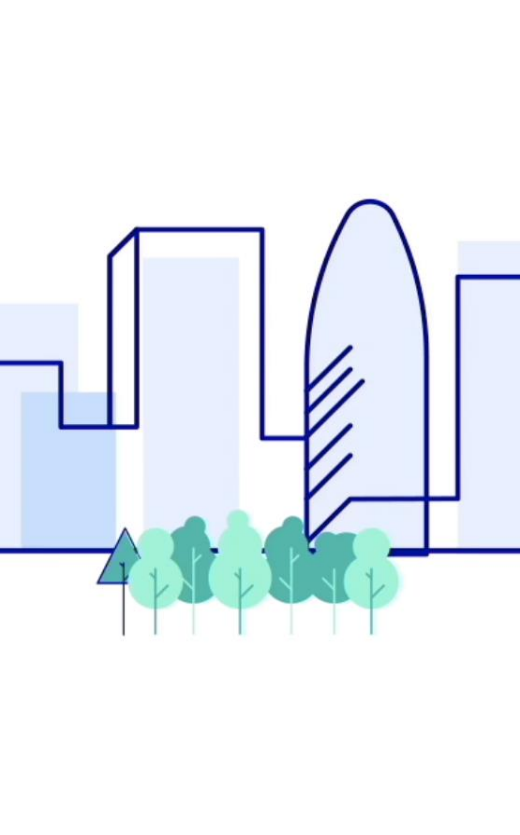
[Your Personal Brand](#)

TRAVEL IS A FORCE FOR GOOD. TRAVEL IS A FORCE FOR GOOD.

Internship & Graduate Program Overview 2021



Internships



Development | Development, Data Engineering, Security Engineering, ML Engineering, UX Engineering

Data Science | Advanced Data Insights (ADI) Analytics, Data Science

Product Management | Product Management

Program Management | Program Management

User Experience | Content Strategy, Design, Research

Commercial & Functions | Finance Analysis, Accounting, HR

Intern Program Overview



New Employee Orientation - Onboarding processing and support, equipment setup and induction day



Intern Orientation - Training, delivery and assessment for our interns to learn core tech skills



Social Events - Three main events hosted by Early Careers Team. Intern Social Committee will lead the rest



Performance Management - Goal Setting with your manager, Performance Management, Project Portfolio, Project Showcase, Intern Conversion



Learning - 4 Learning Series based on soft-skills and building knowledge of EG. Complimented by self-service modules on Compass

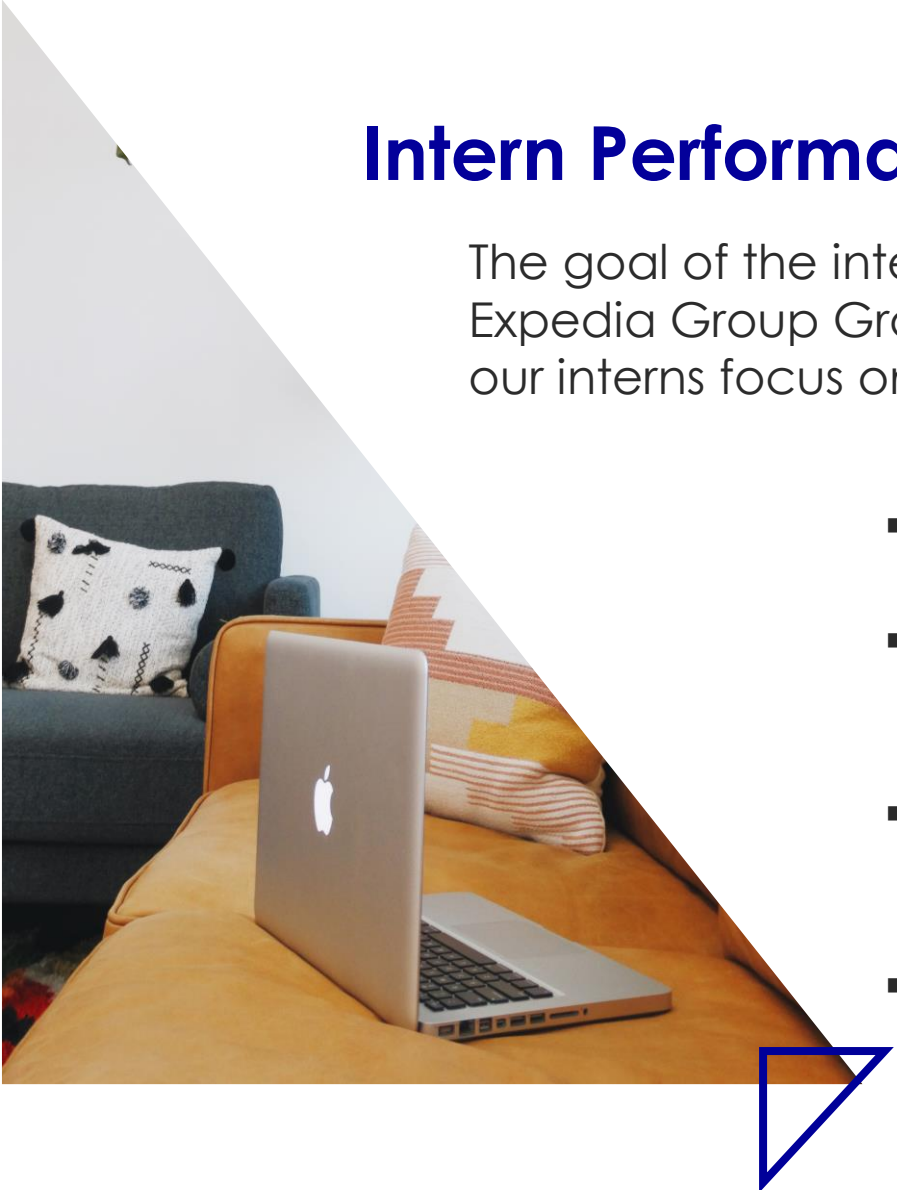


Networking – Leadership Series, Learning Series, challenges, Q&A and coffee chats

Intern Performance Expectations

The goal of the internship program is to create a pipeline to the Expedia Group Graduate Program. With that goal in mind, we have our interns focus on these areas for a successful experience:

- Complete Project milestones and deadlines
- Gain continuous feedback from your manager and buddy
- Opportunity to attend and participate in Intern Program Events
- Work that incorporates our EG Values



What is an Intern Buddy?

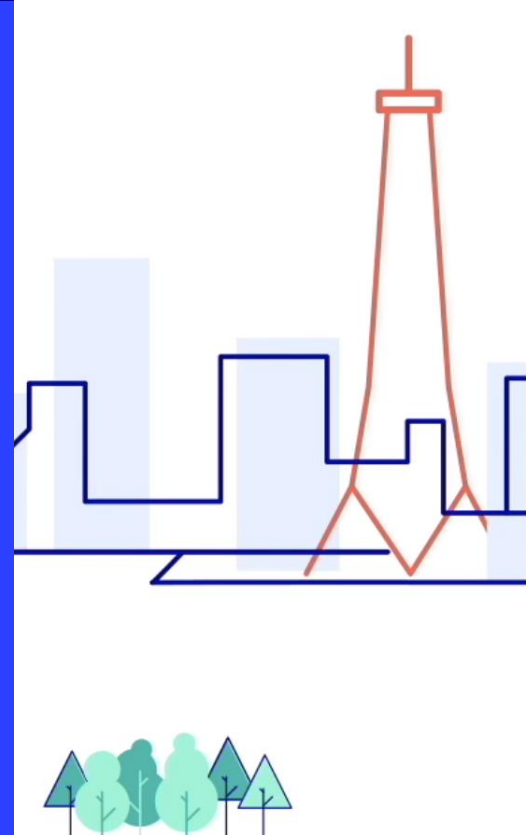
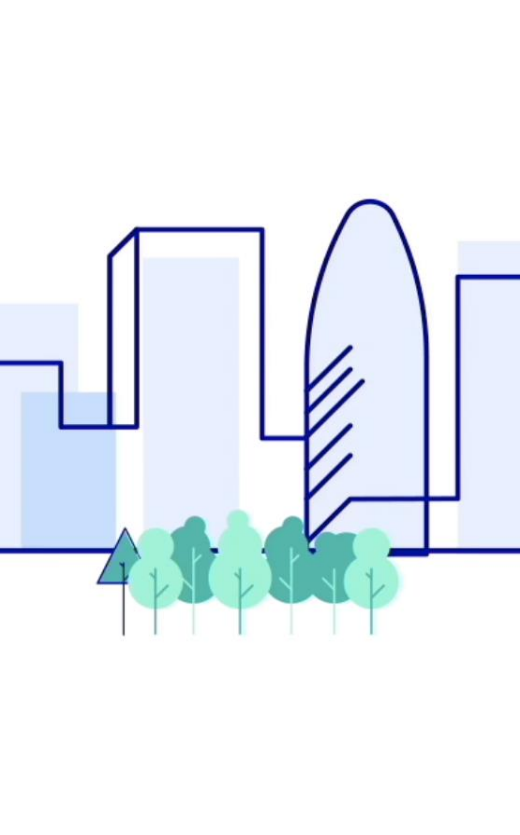
- An Intern Buddy is generally a peer (**preferably on the team**) who can act as an informal contact both during and before the Internship
- The buddy's role is to **answer questions, provide guidance, and support career development** (buddies should **not** conduct performance reviews, or create Internship goals).

Why?

- Buddies can make a huge difference to the speed at which an Intern can settle into their new role and Expedia Group. Interns feel supported by knowing they have a buddy to help with questions and offer advice.



Full Time – Expedia Group Grad Program





The **Expedia Group Graduate Program (EGGP)** aims to hire and develop an exceptional and diverse group of tech early talent. The EGGP rotation program is focused on building technical platform capabilities, increasing understanding and mobility between teams, and ultimately enabling you to develop next level role readiness within a minimum of 1 year.

Program Highlights:

<div>EGGP</div> <div>Software Dev Engineers</div> <div>Product Managers</div> <div>Data Analysts</div>	<div>• 6-month rotations on different teams</div>
	<div>• 2 rotations</div>
	<div>• Designed to experience breadth and depth across Expedia Group</div>
	<div>• Focused on building your fundamental technology skills</div>
	<div>• Enable you to experience and collaborate most effectively across Expedia Group's lines of business and divisions</div>
	<div>• Engaging and meaningful work that makes a positive impact on travel</div>
	<div>• Accelerating your development, enabling opportunities for you to upskill and learn on the job, to support your long-term success at Expedia Group</div>

The Expedia Group Graduate Program Experience



Pre-Joining

- **Slack channel** networking and info sharing
- **Buddy and Advocate** introductions
- **Rotation matching**
EC team will commence the team allocation process in April

Learning & Engagement

- Introductory **Tech Bootcamp**
- **Tech Learning Communities and On-going Learning Sessions** to enable your continuous development
- **Business Resource Groups & Social Events** help build your EG network
- **Leadership Series** to help you engage and learn from our leaders



Rotations

- **Two rotations of 6-months**
- **Manager and Buddy** supporting you in each rotation
- **Advocate** support for full program
- **Development Management and performance feedback** will help set you up for success and support your learning
- **Rotation Guidelines for Managers** to set a learning framework to support your development

Destination Role

- We will share a list of all roles available. You can submit interest for any **Destination role** within your location
- Early Careers team will **guide you through the process** and ensure everyone has visibility to roles at the same time
- You will have the opportunity to speak with **Managers** of Destination roles who will take skillsets, strengths and business demand into consideration when determining best fit for their team

Accelerating your development

Exposure to Expedia Group's divisions

Building your tech skills

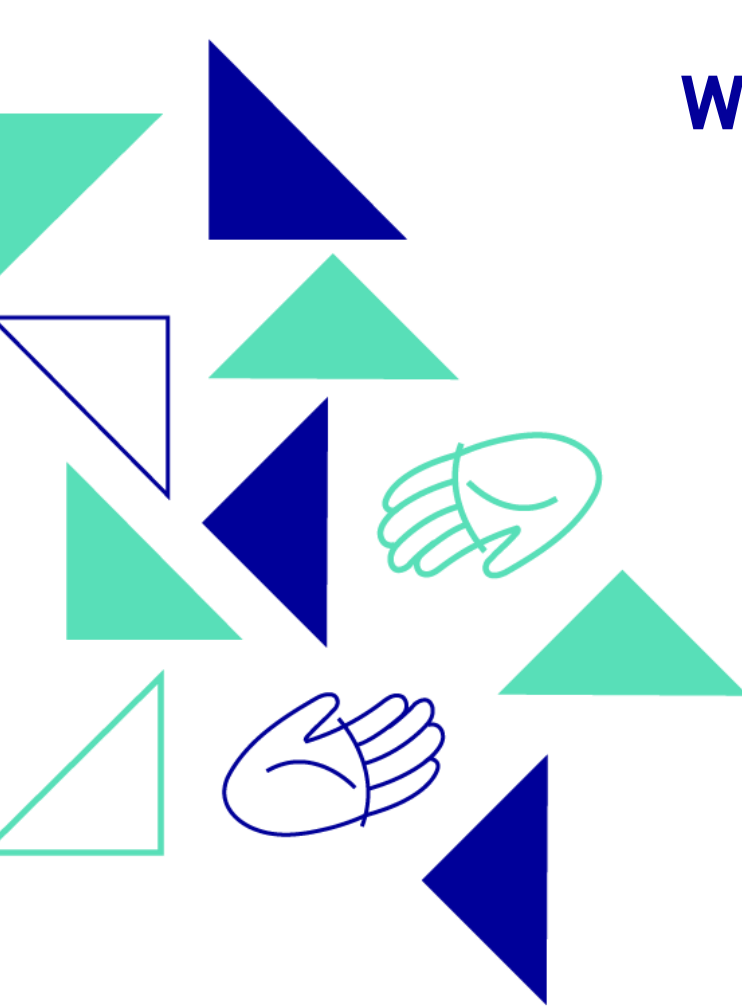
Meaningful work with impact on travel

Choice of Destination role


Building your network

Support

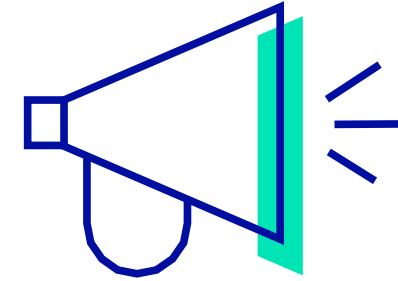
Want to be a part of the EG Family?

- 
- A decorative graphic on the left side of the slide featuring several triangles in teal and dark blue, and two line-art hands, one teal and one dark blue, positioned as if reaching towards the center.
- All job opportunities will be open and posted to www.lifeatexpedia.com by the end of August 2021
 - All eligible participants in the Career Discovery Program will get early access to be considered for our roles
 - Interviews will kick off the end of September 2021
 - Offers are extending within two weeks of an interview
 - Onboard to Expedia Group Winter/Summer 2022

To get early access to our positions, please contact Mikelle Moore, Recruiter at Expedia Group
mikmoore@expediagroup.com

A large teal triangle graphic located in the bottom right corner of the slide.

Interview Process



Early Career Eligibility	
Internship Grad Dates	Full Time Grad Dates
<ul style="list-style-type: none">• Winter 2022• Summer 2023	<ul style="list-style-type: none">• Winter 2021• Summer 2022

Connect with us below to learn more about Life at EG!

Follow

life at expedia group

Still have questions?

earlycareers@expediagroup.com



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▶ [@lifeatexpediagroup](https://www.instagram.com/lifeatexpediagroup)



▶ [@lifeatexpediagroup](https://www.facebook.com/lifeatexpediagroup)



▶ [@lifeatEG](https://twitter.com/lifeatEG)



▶ <https://blog.lifeatexpediagroup.com/>

POWER GLOBAL TRAVEL FOR EVERYONE, EVERYWHERE.

Q&A

POWER GLOBAL TRAVEL FOR EVERYONE, EVERYWHERE.



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