

## Land Acknowledgement

To find the land you may be  
residing on visit:

<https://native-land.ca/>

- We may be in different parts of the world, but the land that the University resides on, which unites us, was traditionally home to the
  - Haudenosaunee
  - Anishinabewaki
  - Mississauga of the Credit First Nation
  - Wendake-Nionwentsio (Huron-Wendat)
- We are fortunate and grateful to be able to live and work on the land; we must learn from the traditional caretakers of the land and become better stewards
- Seek to remedy the many wrongs of the past
- To learn more: <https://indigenous.utoronto.ca/>

# Discovering Your Personal Brand & Articulating it

*a.k.a. telling your story, elevator pitch, how are you perceived?, what's your niche? How are you different from other candidates? And more...*

ISSC Workshop

Megan Whitehead-Douglas

June 30, 2021


# Agenda

5 Parts to today's session:

1. Personal Brand – what/why/how
2. Your Values – what are they?
3. Remembering the good & telling your story – **you are capable**
4. Articulating your experience – written and verbally
5. Reflection – always with the reflection

Considerations throughout this process:

- Today is about gaining clarity: to get started and where to look for more information
- Today is about exploration
- This is a process: Process = reflecting and sitting with different ideas
- You will need to reflect/sit with this to truly come up with your brand – we only have an hour!
- Safe space – this is a lot of work, let's please be supportive and **constructive**



What if my slides  
look like this? What  
do you think I'm  
like?





What about  
these?



Or these?



(yum)

The background of the entire slide is a dense, repeating pattern of light bulbs. Most of the bulbs are dark gray and appear to be unlit. In the center of the image, there is a single light bulb that is bright white, standing out from the others. This visual metaphor likely represents a unique idea or a brand that stands out from the competition.

What you outwardly  
present matters.

“Brand” is more than just  
your outward presentation,  
it should be a reflection of  
you, so it matters how you  
arrive at it.

Let’s jump in

## Part 1: Your personal brand

- **WHO?** Why you of course!
- **WHAT?** Your personal brand is how you promote yourself. Your unique combination of skills, experience, and personality that you want the world to see. Also, the telling of your story, which reflects your conduct, behavior, spoken and unspoken words
- **WHY?** Professionally, your personal brand is the image that people see of you. Can be a combination of how people view you in real life and the impression gained from the information about you available online
- **WHEN?** Use to differentiate yourself from other people in all settings; today's purpose, resumes, interviews, networking etc.
- You can ignore your personal brand, allowing it to organically, outside of your control, or you can dictate the message and be seen as the person you want to be.

Modified From: Influencer Marketing Hub, Werner Geyser, November 17, 2020



# Before we Start: Remember

**This is not about changing who you are or what you believe in to suit the world**

As you grow in your career, experiences and expectations, your brand too will grow and change

Altering your values and beliefs to get a job may work in the short term, but, long term, it can lead to burnout, frustration and lack of motivation

**This is not about judging your values/what you prioritize**



# Values

- **Values can change over time** as you move through life and career
  - Ex. At the start of your career, you might emphasize money and status, however, if you have a family, work-life balance may become what you value more
- Accordingly, keep in touch with your values as a lifelong; continuously revisit your values particularly if you start to feel unbalanced
- Therefore, any exercises we do today are for **TODAY**.
  - What you previously held valuable, what you will hold as valuable now, may change

# How this Helps

- **Finding your purpose:** Knowing your values helps you figure out what you want out of your life.
- **Guiding your behavior:** helps you behave in a way that matches who you want to be.
- **Helping you make decisions:** When you're facing a decision, you can ask yourself what matches your values, or what someone who values what you do would choose.
- **Helping you choose a career:** When you know what matters to you, it's easier to choose the right career path.
- **Increasing your confidence:** Identifying your values brings a sense of safety and stability into your life because you know what you want and what's important to you.
- Values = Motivation
- **Ex.** Value family & independence or money, offered a job out of province – now what?

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Accountability  
Accuracy  
Achievement  
Adventurousness  
Altruism  
Ambition  
Assertiveness  
Balance  
Being the best  
Belonging  
Boldness  
Calmness  
Carefulness  
Challenge  
Cheerfulness  
Clear-mindedness  
Commitment  
Community  
Compassion  
Competitiveness  
Consistency  
Contentment  
Continuous Improvement  
Contribution  
Control  
Cooperation  
Correctness  
Courtesy  
Creativity  
Curiosity  
Decisiveness  
Democraticness  
Dependability  
Determination  
Devoutness  
Diligence  
Discipline  
Discretion  
Diversity  
Dynamism  
Economy  
Effectiveness  
Efficiency  
Elegance  
Empathy  
Enjoyment  
Enthusiasm  
Equality

Excellence  
Excitement  
Expertise  
Exploration  
Expressiveness  
Fairness  
Faith  
Family-orientedness  
Fidelity  
Fitness  
Fluency  
Focus  
Freedom  
Fun  
Generosity  
Goodness  
Grace  
Growth  
Happiness  
Hard Work  
Health  
Helping Society  
Holiness  
Honesty  
Honor  
Humility  
Independence  
Ingenuity  
Inner Harmony  
Inquisitiveness  
Insightfulness  
Intelligence  
Intellectual Status  
Intuition  
Joy  
Justice  
Leadership  
Legacy  
Love  
Loyalty  
Making a difference  
Mastery  
Merit  
Obedience  
Openness  
Order  
Originality  
Patriotism

Perfection  
Piety  
Positivity  
Practicality  
Preparedness  
Professionalism  
Prudence  
Quality-orientation  
Reliability  
Resourcefulness  
Restraint  
Results-oriented  
Rigor  
Security  
Self-actualization  
Self-control  
Selflessness  
Self-reliance  
Sensitivity  
Serenity  
Service  
Shrewdness  
Simplicity  
Soundness  
Speed  
Spontaneity  
Stability  
Strategic  
Strength  
Structure  
Success  
Support  
Teamwork  
Temperance  
Thankfulness  
Thoroughness  
Thoughtfulness  
Timeliness  
Tolerance  
Traditionalism  
Trustworthiness  
Truth-seeking  
Understanding  
Uniqueness  
Unity  
Usefulness  
Vision  
Vitality

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# Exercise 1:

## What to do with these

You had to know there'd be an activity (or two)

- Read the values below, add your own if something is missing!
  - Don't think, just circle, star, underline, mark them some way
- Select ten (10) values that matter the most
  - Can they be grouped, are you starting to see any patterns?
- Select five (5) out of those 10 values and *define* them
  - What does that value mean to you?
  - Practicality can mean different things to different people
- Once you have your top 5 and them defined think about a time you have demonstrated that value (doesn't have to be in a work situation, can be school, personal life etc.) If you can't think of a time you have demonstrated that value think about why it resonates with you, is it something you aspire to?

## Exercise 2: Let's Share

### Exercise 2: Sharing is Caring

- In groups or pairs, have your value ready to discuss
- Each take a turn describing the value and discuss:
  - Why you selected that value
  - How you defined it
  - How you will use it in the future
  - Groupmates - feedback or ideas on how to embody these values
  - Groupmates - ideas about careers or industries where you can flex this value?

## Part Two: Remembering the Good & Telling your Story

- People tend to forget or underplay the work they've done
- Many suffer from the (unfortunately) common disease, imposter syndrome
- Need more exposure to transferable skills, or understand their value
- Need help articulating these experiences to show value
- Let's do a deeper dive into a "mundane" task and the experience to understand more



**Example:**  
It's all relevant  
if you make it

- Working in a Bagel Shop
- What tasks might a person who works in a bagel shop do?
- What responsibilities might they have?
- What skills might they employ or learn?





## Exercise 1: Your turn

Take 5 minutes to think about a job you have done (doesn't have to be paid)

- Examples: retail, group project, participating in a club, volunteer work, delivering newspapers, anything!
- Use the handout to guide you
- Write out the experience

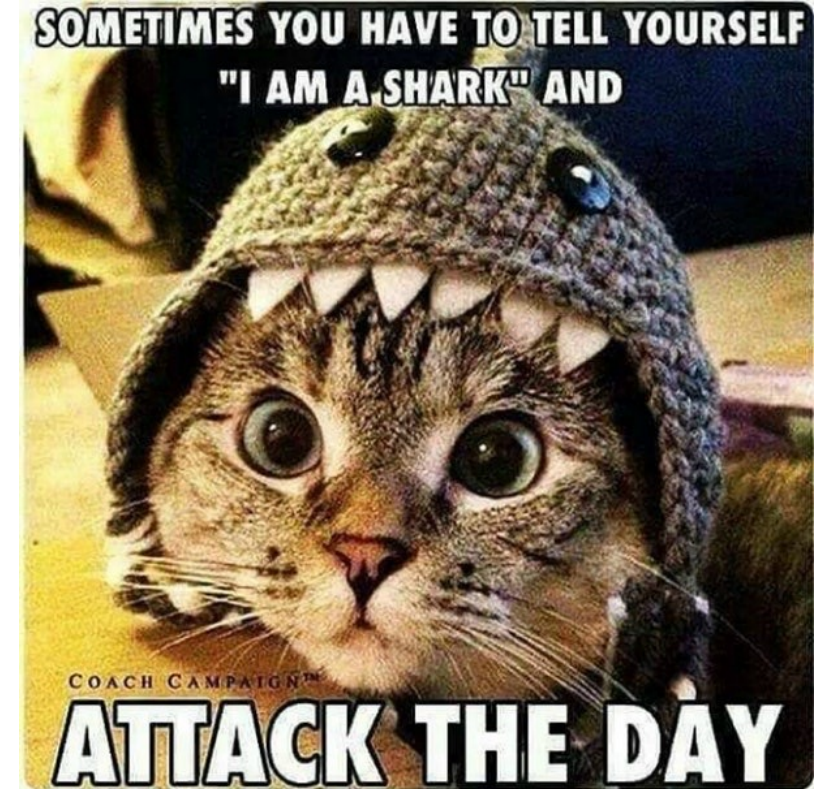
Friend: "So like, what's your job?"

Me:



## Exercise 2: More sharing!

- Share with your breakout room group the experience you chose
- Groupmates: what was missed?
- Was anyone too hard on themselves?
- Ask questions to get more information if needed
  - Ex.
    - What was the environment like?
    - How many/what volume was there?
    - Did anyone else do what you did?



## Part 3: Articulation

- How do we properly convey these experiences?
- Written – Resume
- Verbal – Elevator pitch



# Written Example: Resume

- Resumes must have a purpose, be clear and make sense
- It must be true (no fibbing!)
- Points made must provide the reader with helpful information about you, “do” something for you
- If your points don’t clearly belong/help explain your experience, then it either needs to be rewritten or come off
- **How to check? SO WHAT?**
  - After writing a point down, ask “so what?”
    - Why are you telling the reader about this?
    - How does it help to:
      - Showcase a unique or related experience?
      - Showcase a unique or relevant skills?
  - If you can’t answer these questions, you need to consider if that point is worth making, or rewording it so that it does
- Example:
  - Responsible for packaging customer orders
- How about one of these instead?
  - Using a defined protocol, packaged up to 15 customer orders/hour
  - Lead the client support team by packaging up to 15 customer orders/hour, a 10% increase in efficiency over the previous quarter
  - Adhering to strict service protocols, packaged 10+ customer orders/hour, achieved an error rate of less than 1%



# Time permitting Exercise: Try it yourself

That point you made (the experience?) Go back and write it as a point on a resume, make it more robust

Does it make sense?



# Verbal Example: Elevator Pitch

[From Southern New Hampshire University](#)

An elevator pitch = brief overview of your professional and educational accomplishments & information relevant to your skills and career goals

Use it:

- when introducing yourself to people in networking situation, career fairs or answer the interview question, “tell me about yourself.”
- Can adapt to be on your professional summary, website, LinkedIn profile, etc.

Essentially it's a 30-60 second “commercial” about you



# Check your Workbook

- Know your audience
  - What you focus on or how you talk about yourself/your skills may differ depending on who you're talking to
    - Ex. Prof. Bolton will know the jargon, Ms. Megan will not
    - Talking to an employer for a part-time job as a barista is not the same as talking to an employer about an internship
- Know what you want to say
  - Is this a social conversation? Remove some of the formal points
  - If at an informational interview, give the pitch, be prepared to ask questions, but also you should be asking more of the questions
  - If at a career fair and you have 30 seconds to show your personal brand, follow the guidelines, and hit the points that matter to that employer

## Practice?

Do we have time to practice?

5 minutes to write you  
elevator pitch

5 minutes to practice OR a  
brave soul give us theirs





## Part 4: Reflection

This is ongoing!

- No judgement on values – they are changing though
- California example
- The handout has additional questions to ponder
- The handout has other resources and values assessments
- Keep going! No one here know what their life will be like to 5, 10+ years

Writing my self reflection like



# Thank you!

Questions?

How to be good at talking

1. Polite greeting
2. Name
3. Relevant personal link
4. Manage expectations



# Resources

## And many more

- Imposter Syndrome: How to deal: <https://time.com/5312483/how-to-deal-with-impostor-syndrome/>
- Examples of Resume Branding Statements: <https://www.livecareer.com/resources/resumes/basics/resume-branding>
- <https://www.northeastern.edu/graduate/blog/tips-for-building-your-personal-brand/>
- <https://www.mindtools.com/pages/article/elevator-pitch.htm> <https://www.personalbrandingblog.com/10-words-to-never-use-for-your-personal-brand/>
- <https://www.linkedin.com/pulse/infographic-one-word-describe-your-personal-brand-shelley-hammell/>
- <https://www.forbes.com/sites/goldiechan/2018/11/08/10-golden-rules-personal-branding/?sh=1660167c58a7>
- <https://influencermarketinghub.com/what-is-personal-branding/>
- <https://www.snhu.edu/about-us/newsroom/2019/04/elevator-pitch-examples> \*
- <https://www.indeed.com/career-advice/career-development/core-values> \*
- <https://www.indeed.com/career-advice/career-development/discover-core-values> \*
- [https://www.mindtools.com/pages/article/newTED\\_85.htm](https://www.mindtools.com/pages/article/newTED_85.htm)
- <https://www.snhu.edu/about-us/newsroom/2019/04/elevator-pitch-examples>
- <https://www.dummies.com/careers/find-a-job/personal-branding/define-your-personal-brand-values/>
- <https://medium.com/the-post-grad-survival-guide/how-to-define-your-personal-brand-values-and-why-you-should-91e23d187acb>
- <https://www.distinctiveweb.com/career-marketing/ultimate-list-core-values-personal-brand-attributes/>
- <https://www.livecareer.com/resources/resumes/basics/resume-branding> \*
- **If you'd like to do additional worksheets**
- <https://www.cmu.edu/career/documents/my-career-path-activities/values-exercise.pdf>
- <https://students.usask.ca/documents/secc/career-values-worksheet.pdf>
- [https://drive.google.com/file/d/1PpydyHkgX73WKWab\\_BYfDcV4Bb8guXpa/view](https://drive.google.com/file/d/1PpydyHkgX73WKWab_BYfDcV4Bb8guXpa/view)