



# Personal Branding & Articulating Session Workbook

Personal Branding Workshop June 30, 2021

This support is for today and the future; as discussed, your values or priorities may change over time, as you gain more experience or learn about other opportunities. Today is about discovering the now, then reflecting and know how to do this process in future. This is not about judging values or assuming some are better than others. Your values are for you, and you alone.

## Part 1: Who You Are

### Exercise 1, Knowing your values

- Read the values below, add your own if something is missing
  - Don't think, just circle, star, underline, mark them some way the ones that matter to you/you feel connected to
- Select ten (10) that matter the most
  - Can they be grouped, are you starting to see any patterns?
- Select five (5) out of those 10 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?
- Tips if you're having trouble prioritizing:
  - Are there themes, and therefore you can select one of the words that is similar to another?
  - Do these values make you feel positive? What makes you feel good about selecting them?
  - Be honest with yourself, are you selecting something because you think you should?
  - Which values are essential to your life (as you know it?) For example, you may be seeking excitement now, even if you know you may later value practicality, what serves you today?
  - Compare them; if you can't choose between 2 compare directly, which makes sense?
  - Visualize a time you embodied the value, or wished you had – how did that feel?

Accountability	Excellence	Perfection
Accuracy	Excitement	Piety
Achievement	Expertise	Positivity
Adventurousness	Exploration	Practicality
Altruism	Expressiveness	Preparedness
Ambition	Fairness	Professionalism
Assertiveness	Faith	Prudence
Balance	Family-orientedness	Quality-orientation
Being the best	Fidelity	Reliability
Belonging	Fitness	Resourcefulness
Boldness	Fluency	Restraint
Calmness	Focus	Results-oriented
Carefulness	Freedom	Rigor
Challenge	Fun	Security
Cheerfulness	Generosity	Self-actualization
Clear-mindedness	Goodness	Self-control
Commitment	Grace	Selflessness
Community	Growth	Self-reliance
Compassion	Happiness	Sensitivity
Competitiveness	Hard Work	Serenity
Consistency	Health	Service
Contentment	Helping Society	Shrewdness
Continuous Improvement	Holiness	Simplicity
Contribution	Honesty	Soundness
Control	Honor	Speed
Cooperation	Humility	Spontaneity
Correctness	Independence	Stability
Courtesy	Ingenuity	Strategic
Creativity	Inner Harmony	Strength
Curiosity	Inquisitiveness	Structure
Decisiveness	Insightfulness	Success
Democraticness	Intelligence	Support
Dependability	Intellectual Status	Teamwork
Determination	Intuition	Temperance
Devoutness	Joy	Thankfulness
Diligence	Justice	Thoroughness
Discipline	Leadership	Thoughtfulness
Discretion	Legacy	Timeliness
Diversity	Love	Tolerance
Dynamism	Loyalty	Traditionalism
Economy	Making a difference	Trustworthiness

Effectiveness	Mastery	Truth-seeking
Efficiency	Merit	Understanding
Elegance	Obedience	Uniqueness
Empathy	Openness	Unity
Enjoyment	Order	Usefulness
Enthusiasm	Originality	Vision
Equality	Patriotism	Vitality

## My Values:

### Top 10:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

### Any Themes?

### Top 5:

- 1.
- 2.
- 3.
- 4.
- 5.



Value to Share with colleagues:

### Exercise 2; Let's Share

- You will be put into groups or pairs, have one (at least) value to share with colleagues
- Each take a turn talking about a value you're comfortable sharing and discuss:
  - Why you selected that value
  - How you defined it
  - How you will use it in the future
  - Groupmates: any feedback or ideas on how to embody these values?
  - Groupmates: any ideas about careers or industries where to flex this value?

### Part 2: Remembering the Good

People tend to overlook or dismiss their past experiences, especially if they don't feel it's related to their future goals. For some this is a symptom of the **unfortunately common**, imposter syndrome. It could also be that you haven't been properly introduced to transferable skills, or simply be that you haven't thought about how to articulate these experiences – either way, you belong here, and you can do this.

### Exercise 1: Think about a time when...

Think about an experience you've had, it can be paid/unpaid, volunteer, school project, retail or food service, a job in a related career field, internship, club etc.

1. What is the role you're going to explore? Ex. Bagel Shop
2. List (at least) 3 tasks that you did in that role:
3. List (at least) 3 experiences/learnings/traits demonstrated in that role:



4. Think about anything else to add, you might also want to think about (for yourself) what else might have been happening during your life at that time that may have impacted your abilities: Ex. The company was struggling, Covid happened, personal struggles etc.

#### Tips:

- Think of common interview questions (at the bottom there are some in the resource section) Ex. Tell us a time that you dealt with a problem you couldn't solve – and think whether you can use this (or another) experience to answer that question?
- It helps to think about your experiences a friend or someone else would see them
- No point is too small! Little things add up, do you start to see a picture of yourself? Ex. Reliable, flexible, problem-solver?

#### Example:

1. Role: Volunteering at my school library
2. Tasks
  - a. Helped reshelve books/reorder books
  - b. Customer service to people who needed help finding books, using the computer, printing
  - c. Tidied up the common areas
  - d. Hung posters for school events
  - e. Unlocked the library in the morning/turned on the computers
3. Learned/experiences
  - a. To be on time (punctuality), if I didn't get there on time, the library wouldn't be open and people would be waiting – also demonstrated reliability
  - b. To be precise, if I didn't file or reshelve materials properly, they couldn't be (easily) found again
  - c. I had access to confidential student information (their student numbers, what they were taking out of the library)
  - d. Patience, some students were really difficult to help, they would get frustrated with the slowness of the computers, I had to patiently show them how to use the printers
  - e. Time management – I had to do this while taking my classes – I was really stressed about getting into university
  - f. Loyalty, I started the job in grade 10, and finished when I graduated
4. Anything else to consider?
  - a. I was worried about keeping my grades up, but I did
  - b. I received the citizenship award for my good work
  - c. I felt really proud the time that even the teacher didn't know how to print something, but I had found a work around

### Part 3: Articulation

After some reflection, you will have your values a little clearer and your experiences or skills a little more defined. Now what? This is where you start putting them together to make your personal brand. Great, how?

#### Written:

- Resume
- Cover Letter
- Statement/letter of intent
- Blogs
- Your website
- LinkedIn
- Where else?

#### Verbal:

- Networking situations (there is a whole other presentation on this, but networking can happen organically, talking to someone at a barbecue or formally at a networking session etc.)
- Interviews
- Career fairs or Information Sessions
- When talking to your professors or other people who may be able to help you with your job/project/grad school search

### Written Example: Articulating this on a Resume

#### Example Experience:

You are a part of the Mock Financial Investment Club, you helped to organize the case competition

#### Tasks/Experiences/Considerations:

- Worked in a team to coordinate registration of teams, select the case to use, organized the participation certificates
- Welcomed the employers who came to watch the competition
- There was an incident with the club president where they wanted to let in a friend's team who didn't meet the deadline. I had to explain to them why it would be unfair/look bad to let them in
- One of the teams didn't show up last minute – I worked with a teammate to rearrange the presentation schedule
- Learned time management and planning; had to make sure all participants got the case at the same time (for equity), learned how to use Microsoft forms to create a registration page, learned to use mail merge to reach out to employers to invite them to watch the competition
- Had to consider the audience's skill level in selecting the case, had to be a challenge/couldn't be too easy, but couldn't be too hard that people couldn't be successful/or would drop out – researched the gaming industry to make the case fun

## Writing this out on a Resume point(s)

This is a bit of a trick question, as how you'd write up this experience would depend on:

- The type of job you're applying for; you'd emphasise different skills for different roles admin vs. jr. financial analyst
- The job description: what are they asking you to do in the role? You want to highlight your experiences as they relate to the job specifically
- Anything else the on the job description that helps you to articulate your points. For example, if the job is very solitary, you wouldn't emphasise your teamwork, if the job mentions working in a team, you'd be sure to emphasise that
- Tip: make sure the points are in the correct tense – did this happen in the past, or is it happening now? Your wording needs to reflect that

Here are some examples of how to take the above information and make general points (can't leave you completely hanging without examples)

- As part of a 5-person team, conceived, planned and hosted a financial investment case competition for 12 student teams to showcase their investment skills
- Considered the skill level of the participants to help create an investment case that would provide a rich learning experience and way to showcase knowledge. Researched multiple industries and trends, selected the gaming industry to ensure a fun experience for the teams
- Researched relevant industry professionals and directly invited them to watch and judge the competition; welcomed them day of and ensured they had the judging rubric to maintain consistency in judging

## Writing your own Points: Practicing on your experience

Go back to the experience you outlined above and rewrite it as a resume point (even if you wouldn't actually write it on a resume!)

Keep in mind:

- Remember "so what?" – what information would an employer care about? Why are you mentioning this?
- Can you give context or figures to support your point?
- Do NOT say "responsible for" use clear and action-oriented language

Write the point(s) here:

## Verbal Example: Articulating this as an “elevator pitch”

### What is an Elevator pitch anyway?

An elevator pitch is a brief overview of your professional and educational accomplishments and information relevant to your skills and career goals. You use it when you introduce yourself to people in networking situations and career fairs or answer the interview question, “tell me about yourself.” It’s also your professional summary on your resume and LinkedIn profile.

In essence, an elevator pitch is a 30-60 second “commercial” about you (LeBoeuf, 2019)

### How Do you do one? What goes in the pitch?

YES	EXAMPLE
<b>Your name</b> Even if wearing a name tag, introduce yourself (first and last)	Hi, I’m Marina Zhang
<b>Education</b> What you are studying or graduated from (high level, until they ask for more). If still studying may add when you expect to be done	I’m in my final year of a Statistical Science degree with a double major in Economics
<b>Professional Experiences – if applicable</b> If you’re more comfortable focusing on school then do so, you want to be confident!	I’ve recently participated in a case competition where we researched the impact of Covid on personal finances
What <b>value</b> you (specifically you) add to their company, the role, the industry Unsure of what this means? Ask yourself: <ul style="list-style-type: none"><li>▪ How are you trying to connect with that person?</li><li>▪ What is the meaning of the relationship that you are trying to establish?</li><li>▪ Can you help that person (you know Python, they use Python, help!)?</li></ul>	I was glad I had an economics background as it helped me sift through the financial data for our team.
<b>What you’re looking for</b> Great, you met them, what next, what else to say?	My recent experience in the bank taught me a lot about customer service, and I’d like to use my statistical knowledge to develop better customer experiences for clients.



## What to Avoid

NO	EXAMPLE
<p><b>Jargon</b> This varies, if you're talking to an HR or layperson you will want to avoid overly complicated technical language or acronyms.</p>	<p><b>NO:</b> I love my CSC318 course.</p> <p><b>WHY?</b> Unless you're a professor or student who has taken or taught this class, it doesn't mean anything</p> <p><b>INSTEAD:</b> I recently took a course in user design, I found it really helpful when considering client needs or modelling that will make it easier for customers to use an application.</p>
<p><b>Cliches</b> We are all (or consider ourselves) hardworking or reliable. What are you trying to say by simply saying that? Let's be specific</p>	<p>I enjoy projects the most when I can bring knowledge I've used and I also learn a new skill. It makes me feel like I'm contributing, but also that I'm developing and will be even better prepared for the next project.</p>
<p><b>Getting too Personal</b> There is some dissent about this. Do not get too personal with details that aren't anyone's business; for example, medical in nature or are about your relationships.</p> <p>However, employers have told us that they like to learn about a candidate, who they are/what they like, and it shows them you're more than just a worker, you could be a teammate.</p>	<p><b>EXAMPLE 1:</b></p> <p><b>NO:</b> Hi, I'm Samira Patel, I am in stats, but my passion is kiteboarding. Have you ridden the waves at Cherry beach? Let me tell you all about kiteboarding.</p> <p><b>INSTEAD:</b> Hi I'm Samira Patel, I'm in my third year of a statistics specialist program. I recently completed a class project that found user biases and how to identify and eliminate them as much as possible. I'm looking for a role where I can use my past retail knowledge and my learnings about customer preference to create programs or supports to make it a great experience for the customer, but also gives us as a company valuable insight into customer behaviour. When I'm not doing that, I might be found at Cherry beach, riding the waves on my kiteboard, is that something you've ever had the chance to do?</p>

	<p><b>EXAMPLE 2:</b></p> <p><b>NO:</b> My name is Charmaine Ting, I am in stats, I'm trying to get better at saying what it is I do, my girlfriend never seems to understand my projects! I am sure I can tell you though...</p> <p><b>INSTEAD:</b> Just don't. If you're IN a conversation and your partner comes up naturally, sure. But your relationship is a protected ground, and therefore you decide how and when to release that information. BUT, also, why are you mentioning is? Going back to purpose, what does that serve?</p>
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### What Else/Additional Tips:

- Make it adaptable. The pitch should change depending on who you're talking to (remember the HR person may not understand the jargon, but a senior analyst may like that you know what you're talking about) and the job you're applying to or talking about.
  - For example, a role with more administrative work requires you to focus on your skills related to that job. Whereas a very technical role requires you to demonstrate knowledge in that field
- It should evolve – as you acquire additional skills and experiences you will refocus your pitch
- Do not smoke before an event and try to avoid other strong smells (perfumes and colognes) as they can be distracting or the person may have an allergy (when we're back in person)

### It's not just what you say, but how you say it

- It's hard work looking for work (no doubt about it) but each new interaction is just that, a chance for you to make a great first impression
- If you're talking about being passionate, but your voice is flat, or you're yawning, that doesn't make sense
- Try to make eye-contact (or at least look at their forehead)
- Smile
- Dress for the occasion
  - This is hard, you may be on a budget, but if you're networking in a professional setting, consider borrowing an outfit that gives a professional appearance, look for clothes on sale or check out consignment or second-hand shops
  - The industry you're entering will dictate the dress code
    - Less formal settings, gaming companies, advertising and similar will have a less formal dress code
    - More traditional roles such as banks, financial institution often require a suit, or at least a dress shirt and dress pants
    - These are evolving, do some detective work – can you find pictures of event at the company or do you know anyone who can give you the inside scoop?

- It is ok to stumble a bit – not many people LIKE networking, when in doubt, ask them a question
  - What was their career path in the company?
  - What do they like about the organization, their role, their boss?
  - What programs/language/systems do they use and/or think is up and coming?
- What does your body language say?
  - Crossed arms can come across as hostile
  - Looking away and anywhere but your conversation partner appears that you don't care/want to leave

### Practice – BUT

- YES - Know what you want to say, to highlight, know your values and skills
- Practice so you know how long it takes – most elevator rides aren't 10 minutes, even the CN tower gets you there in under 2 minutes!
- But **don't be so practiced that it comes across as forced**, insincere, or that if you forgot something you get flustered
- It's a conversation STARTER, not a tell them then run away! If you forgot something, you can come back to it, or they may ask you

### Part 4: Reflection

So, this was a lot. It's a lot to take in and to work with and there will be further questions.

Below are resources and link and you're encouraged to seek support from the Career Centre, [Megan](#), family, friends, people in the industry, mentors, multiple sources.

Ultimately though, you know you. Or, this is what you need to figure out; what do you value? What do you think you'd like to do (because we are all allowed to change our minds) and how can you get there?

### Points to Reflect:

- If I were told I'd be working as a (insert what you think you want to do) for the next 5 years, how do I feel about that? Excited? Scared? Like I don't want to?
- Think of a company that is well-known in your chosen industry/industries
  - Why are they successful?
  - Do they embody the industry as a whole? Or are they an outlier? What does that mean to you?
- If I was told I've be working at a specific company for 5 years, how does that make me feel?
  - Do you like a smaller or medium sized company where you might get more exposure to different areas? Or maybe a larger company with brand recognition
- Go back to your values – go back when you're in a different mindset (when you did this, were you coming off an exam or a fight with someone? That will impact your answers)
- Go back again and again
  - Consider making this an annual tradition

- Research
  - Why are you in the program or field you are interested in?
  - Who are the main employers, who are the up-and-comers?
  - Where is the industry headed (and do you want to go there?)

Notes:



## Resources:

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/1PydyHkgX73WKWab\\_BYfDcV4Bb8guXpa/view](https://drive.google.com/file/d/1PydyHkgX73WKWab_BYfDcV4Bb8guXpa/view)

## Free Courses:

### Coursera.org

- There are multiple courses on personal branding, self-marketing, improving LinkedIn pages and more

### LinkedIn Learning:

- Literally 36 courses on personal branding
- 581 results for "LinkedIn profile" including, optimizing, rocking it and more