

EMPLOYABILITY SKILLS TRAINING

Professional Mark

WELCOME

In this session, you will learn about:

- Professional Mark
- Elements of professional mark
- Professional Lead-in strategy
- Ways to boost your mark digital




Worksheet



Reference Resource

Defining Professional Mark

Professional mark is what others say about you

A photograph of a woman with dark hair in a bun, wearing a patterned top and a pearl necklace, looking out a window. A yellow vertical bar is on the right side of the image.

“Personal branding is the art of becoming knowable, likable, and trustable.”

- John Jantsch

Activity – What's Your Current Brand?



- Make a list of 5 people in your life
- What would these 5 people say about you?
- What would they say if I ask them what they think about you?
- Take a minute to think about this. You may write it down.



Case Study – Mark

Refer to **Case Study – Participant's Guide**

Mark considers himself a very hardworking young man. It was promotion time in the company where he works, and he was very sure that he would be promoted.

When the promotion list was released, Mark was totally speechless when he didn't see his name on the list. He summoned the courage to get some feedback from his manager and what he heard was more shocking.

The manager thinks Mark is not doing enough to get a promotion and he lacks the leadership skills to handle a team.

Poll Question : What need is more pressing?



In building your professional mark, what will be the most pressing need?

- a. Professional Network
- b. A New Job
- c. Promotion
- d. Other

Elements of Your Professional Mark

There are 3 key elements that make up your professional mark.

1

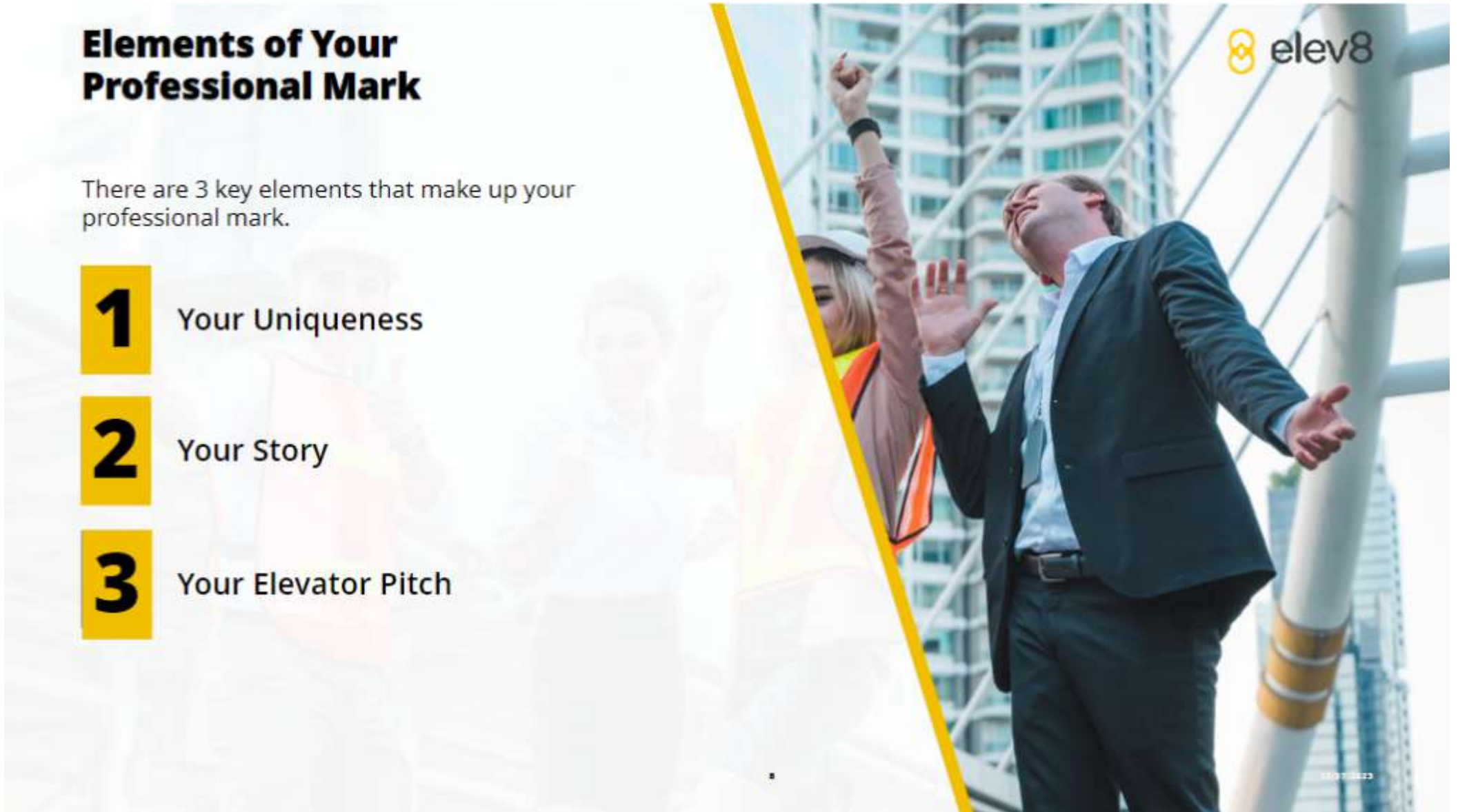
Your Uniqueness

2

Your Story

3

Your Elevator Pitch





Your Uniqueness

**There is no other
you anywhere in
the entire world.**

Your Uniqueness Is Your Power



**Being unique is the
key to a powerful
professional mark.**



**Your Uniqueness Makes You
Memorable**

**One way to be
remembered is
to be different.**



**Your Uniqueness Makes You
Appreciated**

**When we assert our
uniqueness, then we
are appreciated.**



**Your Uniqueness Makes
You Valuable**

**Whatever you want to
be today, be unique!
There lies your value.**



ACTIVITY – FINDING YOUR UNIQUENESS



Refer to the **Finding Your Uniqueness** worksheet.



ACTIVITY – FINDING YOUR UNIQUENESS



- a. What positive attributes do others always acknowledge in me? (Think of the thank you notes, the job reviews, positive comments about you from others)
- b. What roles do I love to play in a team to move the work forward?
- c. What do I usually do to help me overcome challenges?
- d. Thinking of the most successful thing or project I've ever done, what did I do that made it successful?
- e. What are those positive attributes I have that do not come easily for others around me?

List (Mention at least 10 positive attributes, skills and strengths) .

Make your list

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



Your Story

You are your first PR agent! You control your narrative, and you tell your story.

Know Your Audience

**A story makes impact
when the audience can
relate with it.**

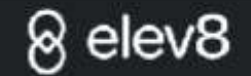


Make It Authentic



**A great story is a
story that is genuine
and concise.**

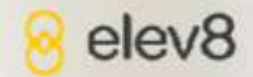
Be Vulnerable



Dare to tell the emotional part of your story. People connect to emotions quicker.

Focus on Your Noble Achievement

Your focus should be on talking about your impact, and the results of what you did.



Keep It Simple

Less is more.





Your Professional Lead-in

You may be talented with amazing skills and strengths but may never get certain career opportunities if you cannot make a great lead-in for your mark.



Your Lead-in

Your lead-in is a quick summary of yourself, what you do and your unique value proposition.

A lead-in should be approximately 30 to 60 seconds long.

Your Lead-in should be concise and engaging.

Poll Question - Your Professional Lead-in



Where are you looking to use your lead-in after this training?

- a) In a job interview
- b) In a business meeting with a client
- c) In a networking meeting
- d) Other

Sample of a Professional Lead-in



Seeking a Mentor

Hi, I'm Evelyn and it's a pleasure to meet you! I'm a Learning Experience Designer at Learning Incorporation, where I'm passionate about creating impactful learning experiences for a variety of training programs for our clients.

I'm looking for experiences to learn more about this career path and ways to grow into assuming a Program Manager role in the next few years.

Your work has inspired the ways I think about learning experience design—I would love to talk more about a potential mentorship with you if that's something you have time for and would be interested in.

Sample of a Professional Lead-in



Seeking a Job Opportunity

Hi, I'm Chris. I've spent the last 8 years learning and growing in my role as Media Planner, where I've developed and optimized strategic media plans for our top client and managed a subset of planners as a Team Lead.

One of my greatest achievements was a project that was recognized as a top non-profit campaign last year. I've been interested in moving to non-profit for quite a while, and love what your company does in education.

Would you mind telling me about any media planning needs you may have on the team?

Where to Use Your Professional Lead-in

- Career Fair
- Business Meeting
- Professional Networking Event
- Online Profile
- Interview

4 STEP MODEL FOR CRAFTING YOUR PROFESSIONAL LEAD-IN



Who are you?

Start by introducing yourself. Give your full name with a smile and add a pleasantry. **E.g., Hi, my name is Jane Peters and it's a pleasure to meet you.**

What do you do and what makes you unique?

Give a summary of your background and what you do. Ensure you only state relevant information about you. **E.g., I am an HR professional, and I manage all HR functions from staffing to training to benefits.**

What do you want?

Specifically state what you want. **E.g., I see the work your HR Team does, and I find it to be innovating and refreshing. I would love to put my expertise to work with your team.**

Call to Action

Ascertain next steps. Get a response from the person by asking a powerful question. **E.g., Would you mind if I set up a quick call next week to discuss any upcoming opportunities on your team?**

Role Playing – Pitch to the Panel



Imagine you're seated before an interviewer, and you've been told "tell me about yourself"

- Write down your pitch.
- Present to other participants.



Mastering Professional Mark Ladders

Deliberate plan to take your reputation from obscurity to **visibility.**

Five Levels of Professional Mark





Case Study – Jess

Refer to **Case Study – Participant's Guide**

Jess is a young professional. She has worked for 5 years after graduating from the college and it seems she's not making the kind of progress she really wants to make.

Jess is a nice, intelligent, and hardworking young lady but that seems not to be taking her to the level of success she wants to have in her career.

One day, Jess decided to attend a professional event after turning down lots of such invitations in the past. At the event, Jess saw a college mate who was one of the speakers.

She was amazed to see Kim in such a position. "I know I was more brilliant than Kim way back in the college. How could she have got to this level?" Jess thought.

At the event, Jess managed to say 'hi' to a young man who sat close to her. The young man reached out to Jess with his complimentary card. Jess could not reciprocate. She didn't come with her card. After the event, Jess went home wondering.

Ways to Build Your Professional Mark

1. Create valuable and engaging content
2. Write books
3. Take up speaking engagements
4. Own a website
5. Own a blog platform
6. Leverage email marketing service
7. Use search engine optimization
8. Keep a media kit
9. Narrow your niche
10. Keep learning and networking

Your Professional Mark Building Blueprint

Moving from a Household Hero to a Global Hero

- Execute
- Generate Content Ideas
- Discover Your Platform
- Build Your Network
- Deploy Your Personal Brand
- Craft Your Brand Statement
- Identify Your Niche
- Identify Your Deficiencies
- Consider Your Purpose
- Identify Your Strength





Choosing the right social media platform for your mark

The commonly used platforms:

Facebook

Twitter

Instagram

Pinterest

WhatsApp

LinkedIn

Snapchat

Reddit

YouTube

TikTok

Growing Your Professional Mark

1. Be discoverable
2. Stand out
3. Be consistent

Discover your professional mark

Refer to **Discover Your Professional Mark Voice material.**

- 3 words that describe you
- 3 words that describe your business
- 3 words that describe both you and your business





Social Media Content Styles



Text-based Posts



E-Books



Links



Images



Videos



Video Stories



Live Streams



Infographics



Reviews



Contests



Holidays



Polls



Industry Research and Findings



Educational Content



GIFs



Knowledge Check

1. Professional Mark is more of what you tell yourself and a bit of what other say you are. *(True or False)*
2. A Lead-in can be used in an interview setting. *(True or False)*
3. Consistency is key in building your mark online. *(True or False)*
4. Networking isn't so much of importance in building your mark. *(True or False)*
5. To grow my professional mark, I must be known for something. *(True or False)*

A photograph of a business meeting in a modern office with large windows. A man in a dark suit and glasses stands and shakes hands with a man seated at a table. Other people at the table are clapping. The text 'THANK YOU!' is overlaid in large white letters.

THANK YOU!