

How to Stand Out

Imagine you're a hiring manager for a company, and you need to pick 5 people to interview for a role. But you get 50 applications, and everyone seems pretty qualified. How do you compare job candidates? You'll probably pick the candidates that stand out the most to you.

Personal Stories

The thing that always makes a job candidate unique is their personal story - their passion and how they got there. Employers aren't just looking for someone with the skills, but they're looking for someone who can drive the company's mission and will be a part of innovation.

That's why they need to know your work ethic and what drives you.

As someone wanting to impress an employer, you need to tell your personal story. You want employers to know how you solve problems, overcome challenges, achieve results. You want employers to know what excites you, what motivates you, what drives you forward.

All of this can be achieved through effective storytelling, and effective branding.

I'll let you know I've branded and rebranded myself many times. That's okay - people are complex and have multiple interests that change over time.

In this next video, we'll meet my coworker **Chris** who will show us how he used personal branding to help him in his recent career change.

Resources

Blog post: **Storytelling, Personal Branding, and Getting Hired**

(http://blog.udacity.com/2015/12/storytelling-personal-branding-and-getting-hired.html?_ga=1.178380836.1263722407.1461268066)



Personal Branding
