

Your Personal Brand

PwC has created a personal brand experience to help you find and showcase your strengths so you can stand out from the crowd. By tapping into your unique skills, talents, and passions, you can leap off the pages of your resume and be top of mind to your recruiters.

Get started

[Link >](#)

X

[Link >](#)

Y

[Link >](#)

Z

[Link >](#)

Ready

[Link >](#)

Tools

Workbook

Calculator

Our people

Hear more blah blah blah blah
blah blah blah.



[Link >](#)

Calendar

Events blah blah
blah blah blah



[Link >](#)

Stand out online

[Learn more >](#)

Social media tools like Facebook, Twitter, LinkedIn and YouTube can help you express your brand to a much larger audience. You want people to see the real you in the virtual world.

In this activity, we'll help you analyze your online reputation and make a plan to align it with your real-world brand through the help of our **Online ID videos** and our **Online ID Calculator**.

[Your social media toolkit >](#)

*Power up your passions,
fuel your purpose,
engage your unique
strengths, fire up your
opportunity engine and
enjoy your personal
branding journey. We'll
be cheering you on at
every milepost.*



Your Brand in Action--PwC People Share Their Personal Brand Advantage

Online ID Calculator

See how your brand currently shows up, get results and customized tips on how to improve your Personal Brand.

[Link >](#)

Find us on your campus

[See all events >](#)

Photo here

APR
1

Personal Brand Workshop
3:00 - 5:00 PM

New York University
Eisler & Lubin Auditorium

Personal Brand Workbook

If you haven't already, now is a great time to download your Personal Brand Workbook so all your great ideas are captured for your step-by-step action plan

[Link >](#)

Get started

This series of interactive, fun and actionable activities will give you the clarity and direction you need to help you understand, communicate and maximize your brand.

Get started

X

[Link >](#)

Y

[Link >](#)

Z

[Link >](#)

Ready

[Link >](#)

Online ID Calculator

See how your brand currently shows up, get results and customized tips on how to improve your Personal Brand.

[Link >](#)

Personal Brand Workbook

If you haven't already, now is a great time to download your Personal Brand Workbook so all your great ideas are captured for your step-by-step action plan

[Link >](#)

What's your brand?

Your personal brand is the reputation you've built with people in all walks of your life. Each interaction you have with others creates a memorable experience in their hearts and minds that teaches them what they can expect from you. So, think of your personal brand as your calling card – your unique promise of value.

In building your personal brand, you will define your individuality, maximize your strengths, and manage your choices now to create future opportunities.

Step up to stand out

PwC has created a personal brand experience to help you find and showcase your strengths so you can stand out from the crowd. By tapping into your unique skills, talents, and passions, you can leap off the pages of your resume and top of mind to your recruiters. Use the activities offered here to take charge of your professional success by standing out while being yourself – your best self.

To get started now, download the personal brand workbook. It will guide you through the experience and help you develop your action plan and create your personal brand advantage. Here's a roadmap to begin your journey:

Tools

Workbook

Calculator

Our people

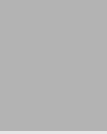
Hear more blah blah blah blah
blah blah blah.



[Link >](#)

Calendar

Events blah blah
blah blah blah



[Link >](#)

Define Your X-Factor

You may not know this, but there’s a superhero inside you who’s waiting to be revealed



Define Your X-Factor

Unleash your super powers

You may not know this, but there’s a superhero inside you who’s waiting to be revealed. It’s likely you’ve been focusing on your own personal Kryptonite. Change gears. That’s not where the value is! It’s time to focus on your superpowers so you can leap over tall stacks of resumes in a single bound.

- What makes you stand out?
- Which of your skills motivate you?
 - Which get others excited about you?
 - What do you want to be known for?

Conquer your Kryptonite

Stress can be Kryptonite for every facet of your life. Watch this video to help destress for success

Stress can quickly put our personal brands at risk by challenging us to be at our best under difficult circumstances. In this section, you will learn how to destress for success. By understanding what causes you stress and looking at techniques to mitigate that stress, you’ll always be able to put your best foot forward.



Destress to maX success

Get started

X

[Link >](#)

Y

[Link >](#)

Z

[Link >](#)

Ready

[Link >](#)

Online ID Calculator

See how your brand currently shows up, get results and customized tips on how to improve your Personal Brand.

[Link >](#)

Personal Brand Workbook

If you haven’t already, now is a great time to download your Personal Brand Workbook so all your great ideas are captured for your step-by-step action plan

[Link >](#)

Our people

Hear more blah blah blah blah blah blah blah.



[Link >](#)

Calendar

Events blah blah blah blah blah



[Link >](#)

Understand Your whY Factor

Now that you have greater clarity on your strengths, it's time to dig a little deeper into who you are, what makes you tick, and what's important to you.



Understand Your whY Factor

What makes you tick?

Now that you have greater clarity on your strengths, it's time to dig a little deeper into who you are, what makes you tick, and what's important to you. A good way to start is focusing on your values and passions. Your values are like your personal compass - they drive your behaviors. Your passions are a renewable energy source that fuels your actions. And your purpose is your internal vision of what you'd like to achieve. It's like an internal roadmap that points your decision-making in the right direction.

If you truly understand your whY factor, you'll be able to design a career plan that connects with your values, passions and purpose. When you're living in alignment with your values and integrating your passions into what you do, you are excited, engaged, and totally unstoppable. This is the opportunity engine, allowing you to align who you are with what you do and how you do it. It will truly differentiate you from others because you'll be super charged with your unique promise of value

This video and the exercises in your personal brand workbook will help you capture and define your values, identify your passions, and think about your purpose so you can make decisions about your future—whether it's choosing your major, determining the electives you should take to help you stand out from the crowd, or identifying what organizations you might join to give back to the community and share your skills with others. Each of these decisions will be an expression of your personal brand and help you begin to make your mark.

Giving back is important. It's an outward expression of your values and purpose. It's inspiring. It's empowering. It's part of successful branding.

Build Your Brand and Make an Impact

Contributing to a cause lets you showcase your strengths, work toward your purpose, and demonstrate what's important to you. Giving to others builds new skills and new network connections. It provides a genuine sense of fulfillment and belonging to something bigger than yourself. In this activity, we'll help you use what you learned about your skills, values, passions and purpose to identify the right volunteer opportunity for you. Watch this video to learn more about opportunities to build your brand by giving back.

Get started

X

[Link >](#)

Y

[Link >](#)

Z

[Link >](#)

Ready

[Link >](#)

Online ID Calculator

See how your brand currently shows up, get results and customized tips on how to improve your Personal Brand.

[Link >](#)

Personal Brand Workbook

If you haven't already, now is a great time to download your Personal Brand Workbook so all your great ideas are captured for your step-by-step action plan

[Link >](#)

Our people

Hear more blah blah blah blah blah blah blah.



[Link >](#)

Calendar


Events blah blah blah blah blah



[Link >](#)

Eliminate Your ZZZ Factor

Personal branding is about standing out while being yourself – your *best* self. You need to step up to stand out. To be a keeper, don’t be a sleeper.



Eliminate Your ZZZ Factor

Be a
keeper,
*not a
sleeper*

Storytelling is a great tool to make sure you’re able to convey the essence of who you are versus just sharing a laundry list of what you’ve done. In today’s competitive marketplace, you need to be able to be memorable and convey the authentic you while setting yourself apart from others who may be competing for the same opportunities. You need to bring your whole self to your interviews and be authentic in your interactions so you can make sure that the organization you’re pursuing is a good fit for you. Remember, as much as they are interviewing you, you are interviewing them, too.

Telling your story is beyond what you say. What you do says volumes about you. Remember that first impressions matter. Don’t let something as small as professional attire or body language sink your ship before you’ve even spoken. Your workbook has some important tips on professional presence so you can put your best foot (and shoe) forward!

Watch the videos below to learn more about how to *amp up your interview*, soar above the crowd of competition and get *networking nitrogen*

Online ID Calculator

See how your brand currently shows up, get results and customized tips on how to improve your Personal Brand.

Link >

Personal Brand Workbook


If you haven’t already, now is a great time to download your Personal Brand Workbook so all your great ideas are captured for your step-by-step action plan

Link >

Calendar

Events blah blah
blah blah blah

Link >



Amp Up Your Interview



Networking Nitrogen

Amp Up Your Interview

An easy way to amp up your interview is to effectively use storytelling to express the essence of who you are and to build connections with prospective employers that will help them remember your exceptional promise of value.

Watch the video to hear from a recruiter’s perspective on what matters most to them, and see the difference first hand between a “sleeper” and a “keeper” interview in action.

Networking Nitrogen

Networking is critical fuel for the opportunity engine. Your successful job search requires that you blast open doors that might be closed to those who are less prepared.

It’s not always what you know, it’s who you know. Networking can be even more powerful when it begins with meeting face-to-face and then is sustained through bits and bytes. You need a networking plan to make sure you’re getting your name and face out there in a meaningful way. Capitalize on networking opportunities so you’re memorable within a sea of other job seekers when people meet you.

Watch the video to learn how to bring “Networking Nitrogen” to your interactions

Get started

X

Link >

Y

Link >

Z

Link >

Ready

Link >

Ready, Set, Show

Your resume and bio should reflect who you are, not just what you’ve done. A well done resume and bio express an authentic picture of your unique promise of value.

Ready, Set, Show

Online ID Calculator

See how your brand currently shows up, get results and customized tips on how to improve your Personal Brand.

[Link >](#)

Personal Brand Workbook

If you haven't already, now is a great time to download your Personal Brand Workbook so all your great ideas are captured for your step-by-step action plan

[Link >](#)

Leap off the page

Career Marketing Tools that Pack a Punch

In today’s competitive marketplace, you need to rev up your career marketing tools so you can stand out by putting your best foot forward. And to get your best foot in the door, you need to have a resume and other foundational tools that will get you noticed.

Your resume and bio should reflect who you are, not just what you’ve done. A well done resume and bio express an authentic picture of your unique promise of value. They create an experience of you in the mind of the reader before they even meet you. Through these tools, you can build emotional connections so others want to get to know you better. To make sure that you leap from the pages of your resume and into the top of mind of your recruiter, be sure to watch to learn about:

| | |
|------------------------------|----------------------------------|
| Marketing brand you | Charismatic cover letters |
| Resumes that resonate | Branded biographies |
| Spnning your web | Giving thanks that ranks |

Our people

Hear more blah blah blah blah
blah blah blah.

[Link >](#)

Stand out online

[Learn more >](#)

Social media tools like Facebook, Twitter, LinkedIn and YouTube can help you express your brand to a much larger audience. You want people to see the real you in the virtual world.

In this activity, we’ll help you analyze your online reputation and make a plan to align it with your real-world brand through the help of our **Online ID videos** and our **Online ID Calculator**.

[Your social media toolkit >](#)

Calendar

Events blah blah
blah blah blah

[Link >](#)

You have opened the door...

... you are on your way

You have taken a major step toward understanding and expressing your personal brand. Now, think about how you are going to integrate your unique promise of value into everything you do, consistently communicate and use it to support your career aspirations.

Watch the video below for some final thoughts.

Power up your passions,
fuel your purpose,
engage your unique
strengths, fire up your
opportunity engine and
enjoy your personal
branding journey. **We’ll be cheering you on at every milepost.**

Your Brand in Action--PwC People Share Their Personal Brand Advantage

Get started

| | |
|---------------------------|---------------------------|
| X | Y |
| Link > | Link > |
| Z | Ready |
| Link > | Link > |

Stand out online

Social media tools like Facebook, Twitter, LinkedIn and YouTube can help you express your brand to a much larger audience. You want people to see the real you in the virtual world.



Stand out online

Your social media toolkit

Building your brand in bits and bytes

Chances are you are already using social media in a variety of ways. With the advent of the internet we can communicate at lightning speed with anyone in our existing network. It is important to remember that what you put on the internet is captured there for posterity. Not only can your current network access this material, so can your future contacts, employers and network influencers. At lightning speed you can positively or negatively impact your brand. Let's make sure you are using those super powers for good. In this activity, we'll help you analyze your online reputation and make a plan to align it with your real-world brand. Watch the first video and get ready to build your brand in bits and bytes.

After you watch the first video, click the link below to use the Online ID Calculator. This tool will help you see how your brand currently shows up. Once you get your results, watch videos 2 through 5 to help you complete the exercises in your personal brand workbook.

Google yourself



What does Google say about you?

Reach's Online ID Calculator

With this tool you can see how your brand currently shows up. Once you get your results, watch the Online ID videos to help you complete the exercises in your Personal Brand Workbook.

[Online calculator >](#)

Your Online ID:
Social media tools like Facebook, Twitter, LinkedIn and YouTube can help you express your brand to a much larger audience. You want people to see the real you in the virtual world.



Online ID: Volume and relevance



Online ID: Purity



Online ID: Diversity



Online ID: Validation

Your Online ID

Volume and relevance

Volume and relevance are two important measures of your online brand. Volume speaks to how much content there is about you on the web. Relevance speaks to how consistent the content is with who you say you are. Watch and listen to William Arruda share his thoughts on how you can increase the volume and relevance of your online content.

Purity

The web is a crowded place and often, when someone googles you, they see your content mixed in with content from others who share your name. To build your personal brand, it's important for others to be able to discern what content is about you. Watch and listen to William Arruda explain techniques for ensuring your Google results are pure.

Diversity

When you use diverse media – images, video, etc. – to depict your brand on the web, you paint a 3-D image of your personal brand. In this video, William Arruda shows you how to augment text with multi-media to tell your story in a more interesting and compelling way.

Validation

What you say about yourself online is important. Getting that validated by those who know you is even more important. Learn from William Arruda about the importance of including recommendations, testimonials and endorsements in your online branding activity

Our people

Hear more blah blah blah blah blah.



[Link >](#)

Online ID Calculator

See how your brand currently shows up, get results and customized tips on how to improve your Personal Brand.

[Link >](#)

Personal Brand Workbook

If you haven't already, now is a great time to download your Personal Brand Workbook so all your great ideas are captured for your step-by-step action plan

[Link >](#)

Calendar

Events blah blah
blah blah blah



[Link >](#)

Get started

X

[Link >](#)

Y

[Link >](#)

Z

[Link >](#)

Ready

[Link >](#)