Building Your Personal Brand

Step Up to Stand Out

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Building a strong personal brand is critical to helping you stand out in a competitive marketplace. In building your personal brand, you define your individuality, maximize your strengths, and manage your choices to create future opportunities that are in line with who you are and where you want to go. It’s time to take charge of your future and step up to stand out!

A strong personal brand it rooted in authenticity. You need to be clear on who you are, what makes you tick, and what you want to be known for so you can differentiate yourself from the crowd. Follow the steps outlined here to build an authentic brand that will help you become a keeper in the job search.

Step 1: Define your X Factor

The first step is to discover your unique strengths—the things that set you apart from others. Ask yourself the questions below, then validate your responses by getting feedback from others.

1. What makes you stand out?
2. Which of your skills motivate you?
3. Which get others excited about you?
4. What do you want to be known for?

If you build a reputation based on your strengths, you’ll be well positioned to leap over tall stacks of resumes in a single bound.

Step 2: Understand your whY Factor

Once 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. Start by focusing on your values, passions, and purpose. Your values are your personal compass—they drive your behaviors. Your passions are a renewable energy source that fuels your actions. And your purpose is your vision of what you’d like to achieve and serves as the internal roadmap that points your decision-making in the right direction.

If you truly understand your whY Factor, you can 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’re excited, engaged and totally unstoppable.

Step 3: Eliminate your Zzz Factor

Once you’ve nailed down your X and whY factors, it’s time to focus on communicating your unique promise of value to the world. Your personal brand is the reputation you’ve built with people in all walks of your life, and each interaction you have with others creates a memorable experience that teaches them what they can expect from you. It’s up to you to eliminate your Zzz factor and be a keeper, not a sleeper!

Storytelling is a great tool for you 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 memo­rable and communicate the authentic you while setting yourself apart from others who may be competing for the same opportunities.

Telling your story goes beyond what you say. What you do says volumes about you. First impressions matter. Don’t let something as small as professional attire or body language sink your ship before you’ve even spoken. Amp up your interview with strong professional presence and memorable and relevant stories that showcase the real you in action.

Don’t forget the importance of networking. Networking can happen anytime, anyplace, if you’re on the lookout for it. Create a networking plan to make sure you’re getting your name and face out there in a meaningful and memorable way. Remember, networking can be even more powerful when it begins face-to-face and then is sustained through bits and bytes.

Step 4: Ready, Set, Show

Leap off the page with career marketing tools that pack a punch. Your resume and bio should reflect who you are, not just what you’ve done. 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 leap off the page and become top of mind to your recruiter, focus on marketing brand you through charismatic cover letters, resumes that resonate, branded bios, and giving “thanks that ranks.”

Stand out online by building your brand in bits and bytes. 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. Chances are you’re already using social media in a variety of ways. It’s 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. Make good choices so that your virtual brand reflects the true you.

PwC’s personal brand experience—Step Up to Stand Out—will 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 become top of mind to your recruiters.

To complete a series of informative and fun personal brand activities and Step Up to Stand Out!