

# PERSONAL BRANDING

## TELLING YOUR STORY

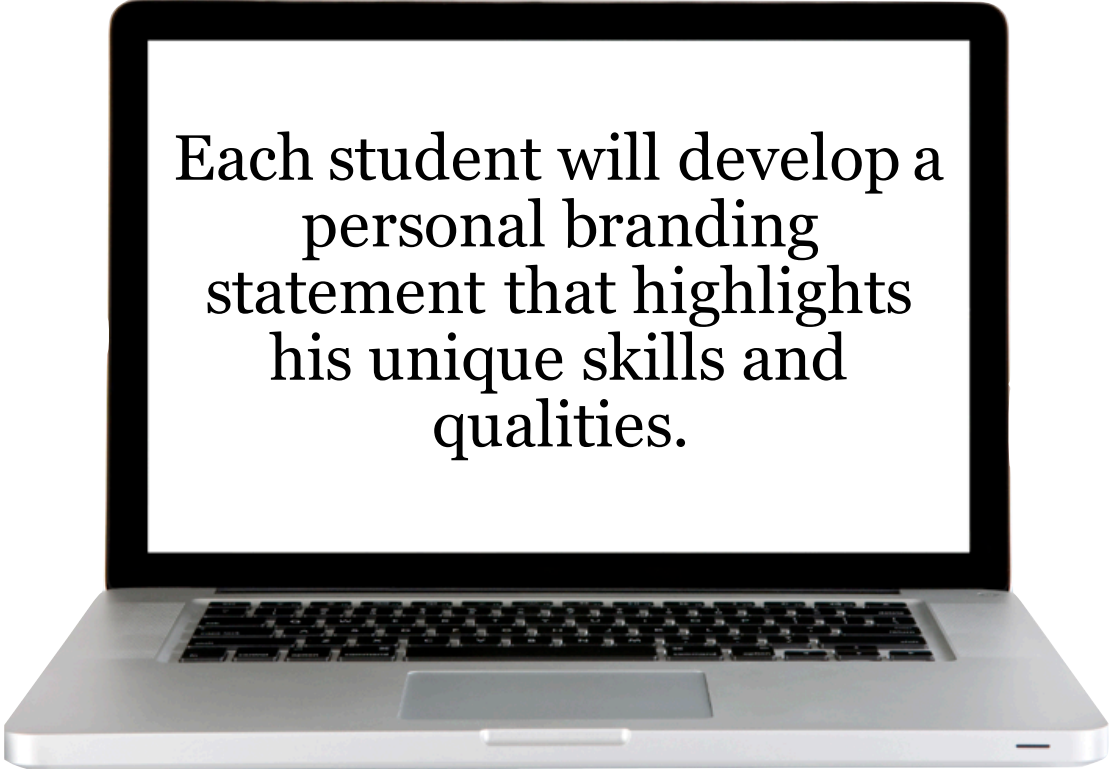
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General Assembly

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**PERSONAL BRANDING**

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# **LEARNING OBJECTIVES**



Each student will develop a  
personal branding  
statement that highlights  
his unique skills and  
qualities.

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**PERSONAL BRANDING**

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# PERSONAL BRANDING



# **STRONG PERSONAL BRANDING**



# WHEN YOU'LL USE IT

## Personal Branding Statement

A 30-second elevator pitch that you can tell someone when they ask you “So, tell me about yourself.”

*In writing: Summary statement on your resume.*

## Your Story

An expanded version of your statement that you would share at networking events and job interviews.

*In writing: Summary statement on your LinkedIn profile + other accounts.*

### **Facts tell, stories sell.**

The human brain is designed to remember stories with emotional impact.



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# **CRAFTING YOUR STORY**



# SELF-REFLECTION: YOU, THE PROFESSIONAL

**Core Values** → What are your fundamental beliefs and guiding principles?

**Passions** → What motivates and intrigues you?

**Vision** → What does your ideal career look like?

**Strengths** → What are your best characteristics and skills?

**Uniqueness** → What sets you apart?

# DEVELOPING YOUR STORY

Take a few moments to answer these questions. **Be yourself!**

**Who are you?** → What basic facts should people know? How do others describe you?

**What makes you awesome?** → What are your unique strengths? What value do you bring to teams and companies?

**Where are you going?** → What will you do next? How will you make an impact? #focusonwhereyouaregoingnotwhereyou'vebeen

## **EXAMPLE BRANDING STATEMENT: SPOKEN**

I'm a UX Designer with a background in childhood education, so I like designing apps for children and teachers. I've spent the last four years in public schools empathizing with teachers and children who struggle with technology. I believe that having empathy and listening to others is my biggest strength, which is why I'm so enthusiastic about user experience design! This is because I like working with others to come up with simple, beautiful, and creative solutions specifically for the user. Now I'm looking for the best way to position myself to work for a mission-driven company where I can really make a strong impact on my community through effective design.

# **EXAMPLE BRANDING STATEMENT: WRITING**

I was renovating houses in Seattle when a friend sent me a link to a online course in Python, along with a simple message: "I think you'd be good at this." Three months, one Harvard summer class and one General Assembly immersive program later, I think it's safe to say that my friend was right. Programming is my long-undiscovered passion, and I have taken to writing code like a fish to water.

I am an efficient, resourceful problem solver. I love developing new systems. I love to collaborate, helping to make the most of diverse talents within a group through quiet leadership. I make serious work joyful through tactful application of humor and frequent celebration of small victories. In every aspect of my life, I am devoted to leaving things better than I found them.

In addition to my recent, intensive training as a full-stack web developer, I have worked as a teacher, a researcher, a production carpenter, and a project manager. This broad base of experience proves my adaptability, an essential skill in the fast-changing world of development.

# **ACTIVITY:**

## **GIVE YOUR ELEVATOR PITCH**

# PRACTICE, PRACTICE, PRACTICE

**Let's say you're at a networking event.** Introduce yourself to someone. Work off of your Personal Branding Statement.

**Time for elevator pitches!**



## **ASSIGNMENTS – DUE IN GOOGLE DOC**

- ☐ Craft a compelling Personal Branding Statement – submit this a day before Outcomes
- ☐ Review 2 colleagues' PBSs – due by next Outcomes

# Q&A & EXIT TICKET

**Exit ticket:** <https://ga-research.typeform.com/to/SXA5M7>