

# THE SCIENCE OF PERSONAL BRANDING FOR CAREER ADVANCEMENT



# CHARLES POOLEY



**FOUNDER & CEO, WORKFOLIO**

**FORBES BEST WEBSITE FOR YOUR CAREER**

**YOUNGEST CIO, AMERICAN PUBLIC COMPANY**



**WHY YOUR BRAND MATTERS**

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**THE DIMENSIONS OF BRAND PERSONALITY**

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**THE BRAND RETENTION FORMULA**

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**BUILDING YOUR BRAND ONLINE**

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**ASK ME ANYTHING**

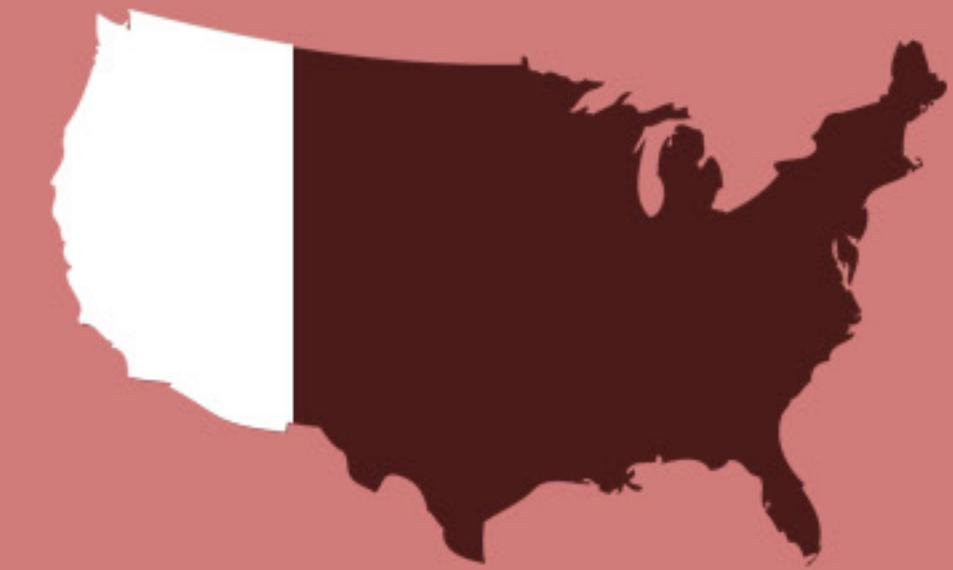
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**WHY  
YOUR BRAND MATTERS**



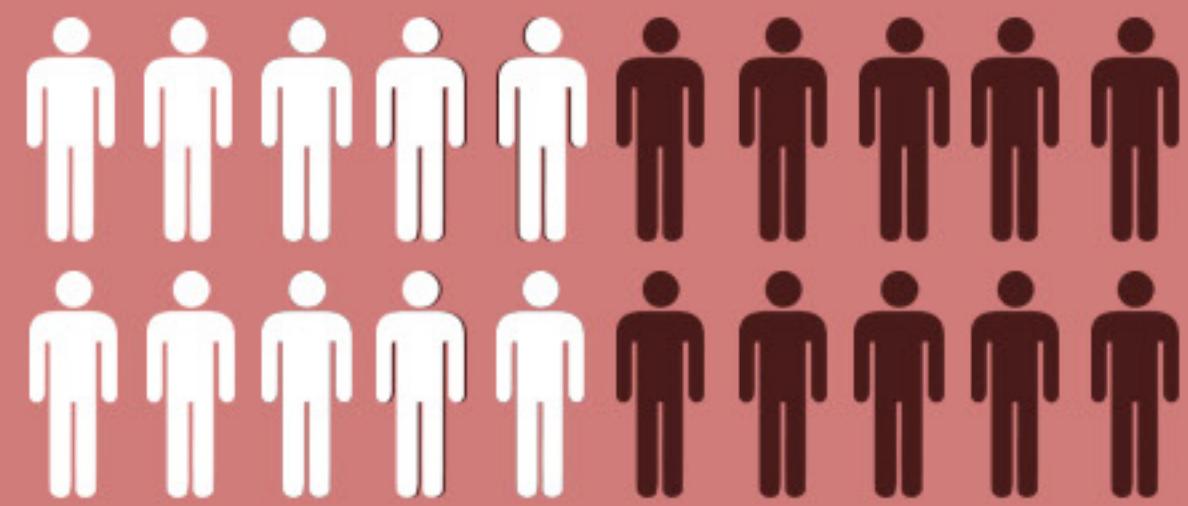
**6.7%**

**THE OFFICIAL UNEMPLOYMENT  
RATE IN THE UNITED STATES**



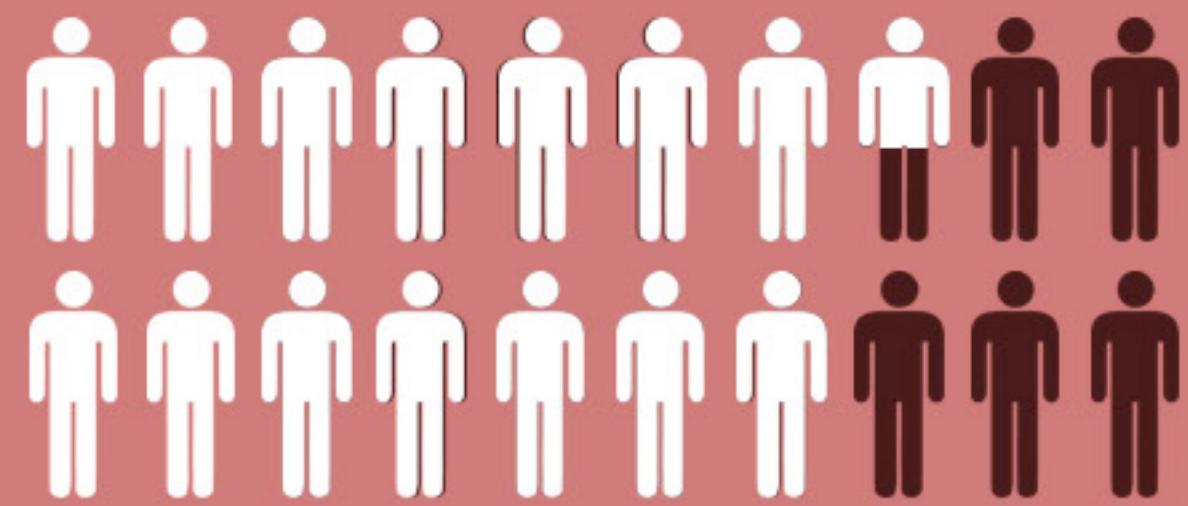
**24%**

**THE “REAL” UNEMPLOYMENT  
RATE IN THE UNITED STATES**



50%

OF ALL EMPLOYMENT IN US WILL BE CONTRACT WORK BY 2020



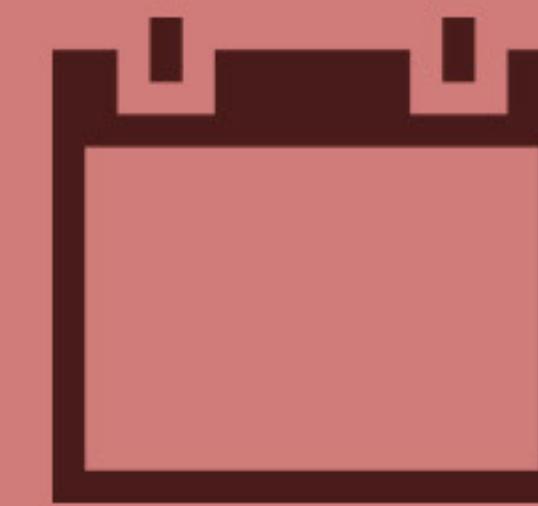
**77%**

**OF EMPLOYED WORKERS ARE SEARCHING FOR THEIR NEXT JOB**



**300**

**THE AVERAGE NUMBER OF CV'S RECEIVED FOR EVERY OPENING**



**8 MO**

**THE LENGTH OF THE TYPICAL JOB SEARCH**

**WHAT DOES THIS MEAN?  
WE MUST GET BETTER AT MARKETING OURSELVES**

**WE ARE ALL THE CHIEF MARKETING OFFICER AT  
OUR BUSINESS OF ONE.**

## THE DIMENSIONS OF BRAND PERSONALITY



## COMPETENCE



TRAITS

**RELIABLE  
RESPONSIBLE  
EFFICIENT  
HARD WORKING  
SECURE**

SOURCE: DR. JENNIFER AAKER, PROFESSOR OF MARKETING AT STANFORD GRADUATE SCHOOL OF BUSINESS

## EXCITEMENT



TRAITS

**DARING**  
**SPIRITED**  
**IMAGINATIVE**  
**UP-TO-DATE**  
**UNIQUE**

SOURCE: DR. JENNIFER AAKER, PROFESSOR OF MARKETING AT STANFORD GRADUATE SCHOOL OF BUSINESS

## RUGGEDNESS



TRAITS

**TOUGH  
STRONG  
OUTDOORSY  
WESTERN  
INDEPENDENT**

SOURCE: DR. JENNIFER AAKER, PROFESSOR OF MARKETING AT STANFORD GRADUATE SCHOOL OF BUSINESS

## SOPHISTICATED



TRAITS

**GLAMOROUS  
CHARMING  
UPPER-CLASS  
ROMANTIC  
SMOOTH**

SOURCE: DR. JENNIFER AAKER, PROFESSOR OF MARKETING AT STANFORD GRADUATE SCHOOL OF BUSINESS

## SINCERITY



TRAITS

**DOMESTIC  
HONEST  
GENUINE  
CHEERFUL  
ORIGINAL**

SOURCE: DR. JENNIFER AAKER, PROFESSOR OF MARKETING AT STANFORD GRADUATE SCHOOL OF BUSINESS

# THE PERSONAL BRAND RETENTION FORMULA

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$$BR = (E + R) \times PI$$

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### EXPOSURE:

THE NUMBER OF PEOPLE THAT ARE AWARE OF YOU RANKED 1 TO 10  
(1: CITIZEN; 10: QUEEN OF ENGLAND)

## PERSONAL BRAND RETENTION FORMULA:

$$BR = (E + R) \times PI$$

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**REPETITION:**  
THE FREQUENCY OF YOUR EXPOSURE  
(1: ALMOST NEVER; 10: ALMOST DAILY)

**PERSONAL BRAND RETENTION FORMULA:**

$$BR = (E + R) \times PI$$

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**PATTERN INTERRUPTION:**  
THE DEGREE YOUR MESSAGE OR DELIVERY IS UNIQUE  
(1: MOST POLITICIANS; 10: “WEIRD AL” YANKOVIC)

# PATTERN INTERRUPTION



**BUILDING  
YOUR BRAND ONLINE**

**SOCIAL MEDIA IS AN INDISPENSABLE  
TOOL FOR TODAY'S PROFESSIONAL**

**HOWEVER IT IS  
NOT ENOUGH TO MAKE YOU STAND OUT**

# NOT AVAILABLE EVERYWHERE



**26%**

**OF U.S. COMPANIES BLOCK  
SOCIAL MEDIA SITES**

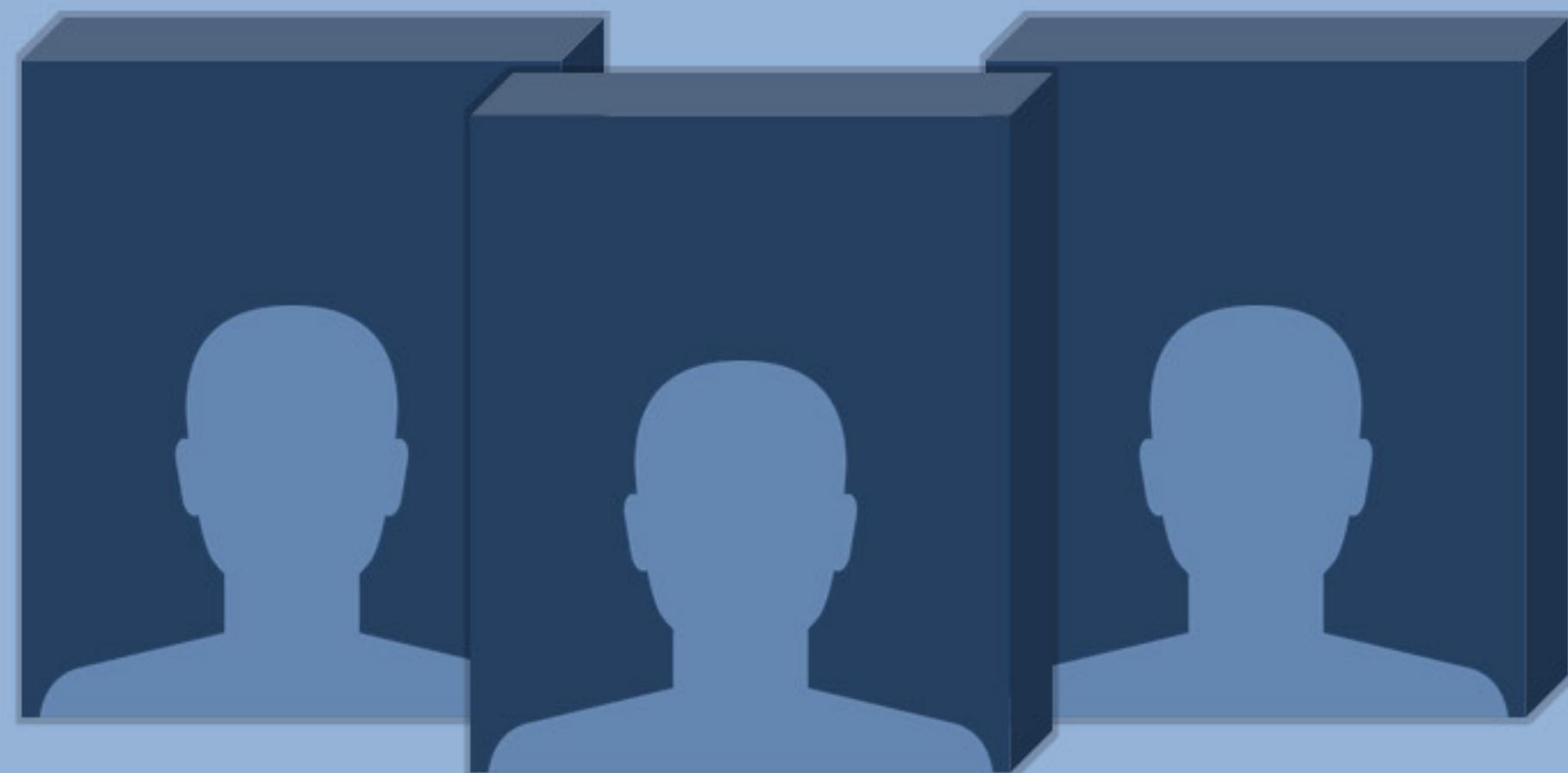


**59%**

**OF COMPANIES WORLDWIDE  
BLOCK SOCIAL MEDIA SITES**

SOURCES: PROSKAUER SOCIAL MEDIA IN THE WORKPLACE 2.0 SURVEY, INSIDE INVESTOR RELATIONS

# ON SOCIAL MEDIA EVERYONE'S PACKAGING IS THE SAME



THE IMPORTANCE OF PACKAGING

**PROVIDES DIFFERENTIATION  
COMMUNICATES VALUE  
REINFORCES BRANDING**

# IT'S NOT JUST ABOUT YOU

PERCENTAGE OF PROFILE PAGE REAL ESTATE DEDICATED TO THE USER, ADS AND OTHER PROFILES COMPETE FOR ATTENTION



# WHY EVERYONE SHOULD HAVE A PERSONAL WEBSITE

## HELPS WITH “CYBER-VETTING”



90%

OF PEOPLE RESEARCH SOMEONE ONLINE BEFORE MEETING THEM

IMPRESSES SCHOOLS, EMPLOYERS, CLIENTS

56%

OF PROFESSIONALS RANK PERSONAL WEBSITES AS MOST  
IMPRESSIVE TOOL ANYONE CAN HAVE

SOURCE: AYTM PERSONAL MARKETING SURVEY

# GIVES YOUR MESSAGE MORE ATTENTION

AVERAGE VIEWING TIME

0:06

RESUME/CV

0:15

SOCIAL PROFILE

3:00

PERSONAL WEBSITE

SOURCES: THELADDERS, COMSCORE, COMPETE, STATISTA, WORKFOLIO

THE EXPERTS HAVE THEM

47/50

TOP SOCIAL MEDIA INFLUENCERS HAVE PERSONAL WEBSITES

# SLIDES AVAILABLE AT: CHARLESPOOLEY.COM

The image shows a tablet displaying the homepage of Charles Pooley's website. The website has a dark header with the name "CHARLES POOLEY" in white. Below the header is a large banner featuring a city skyline at dusk or night, with the text "FOUNDER & CEO AT WORKFOLIO" and "CAREER THOUGHT LEADER" overlaid. At the bottom of the banner, there is a row of eight hexagonal icons representing various career roles: ADVISOR, AWARDED, C-LEVEL, DIRECTOR, FOUNDER, GURU, INSTRUCTOR, and INVENTOR. The main content area below the banner includes a "CAREER SUMMARY" section with a portrait photo of Charles Pooley and a detailed biography.

CHARLES POOLEY

ABOUT    RESOURCES    BLOG    CONTACT

FOUNDER & CEO AT WORKFOLIO  
CAREER THOUGHT LEADER

ADVISOR    AWARDED    C-LEVEL    DIRECTOR    FOUNDER    GURU    INSTRUCTOR    INVENTOR    SPEAKER

CAREER SUMMARY

Charles is the Founder & CEO of Workfolio, a company that develops applications for professional visibility. Charles speaks and writes frequently on the subjects of design, personal branding, and marketing. Charles has been featured on Bloomberg Television as well as in Forbes, US News, BBC, and is a contributor to top blogs including Careerealism and WorkBloom. Charles is also a Board Member for Workforce Business Intelligence, a research institution and think tank.

Charles has an extensive background in technology and marketing, and at age 30 was one of the youngest public company CIO's in America. His design and marketing work has won numerous awards including a Gold Award from the Interaction Media Association, Corp Magazine Technology Product of the Year, and Best Websites for Your Career from Forbes.

In addition to his business experience, Charles has served as an