

BE LIKE THEM. BE THE BRAND.

Branson



Zuckerberg



Jobs



Why me?

speaking here today

- I have a passion to Personal Branding
- I've spent hundreds of hours on research
- I devoted my Master Thesis to the topic
- I am conducting an extensive survey targeting hundreds of individuals and recruiters





Personal Branding

PART TWO: CONCEPT & STATS

reputation

actions

expertise

legacy

emotional connections

It identifies what makes you unique and clearly communicates your individuality to the people who need to know about you.

"She is so smart"

"He is such a slob"

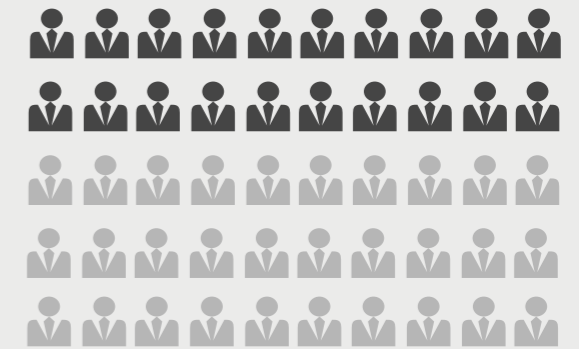
"I can always count on him to finish what he starts"

Part Two: Concepts & Stats: Research

 *Individuals*  500



 *Companies*  50



CORPORATE
CONTRIBUTOR
SNEAKPEAK



TELLE2



ctico

airBaltic

01

KNOW YOUR BRAND

- Define who you are
- Spot target audience
- Get to know competitors
- Craft your personal brand profile

02

COMMUNICATE YOUR BRAND

- Write your story
- Brand your traditional communication tools
- Communicate your brand online
- Create a communication plan

03

CONTROL YOUR BRAND ECOSYSTEM

- Your image
- The appearance of your branded materials
- Your unique career path
- Your network
- Your performance in your current workplace

01

KNOW YOUR BRAND



- Define who you are
 - Workplace needs
 - Interests and passions
 - Values
 - Mission
 - Vision

— Familiar with strengths

— Familiar with weaknesses

— Niche designated

— Target audience defined

— Competitors defined

- Workplace needs **68%**
- Interests and passions **62%**
- Values **63%**
- Mission **41%**
- Vision **41%**
- None of the above **4%**

- Extremely familiar **11%**
- Quite familiar **62%**
- Moderately familiar **24%**
- Slightly familiar **3%**
- Not at all familiar **0%**

- Extremely familiar **18%**
- Quite familiar **58%**
- Moderately familiar **21%**
- Slightly familiar **2%**
- Not at all familiar **0.5%**

- Definitely yes **34%**
- Somewhat **54%**
- No **12%**

- Definitely yes **25%**
- Somewhat **59%**
- No **15%**

- Definitely yes **27%**
- Somewhat **42%**
- No **31%**

- Candidates fail to define
 - Workplace needs **31%**
 - Interests and passions **25%**
 - Values **82%**
 - Mission **69%**
 - Vision **82%**

— Strengths **19%**

— Weaknesses **44%**

— Niche **38%**

— Target audience **31%**

— Competitors **31%**

02 COMMUNICATE YOUR BRAND



Write your story

- Story / engaging elevator pitch

- Definitely yes **16%**
- Somewhat **46%**
- No **38%**

Want story

- Want engaging elevator pitch **65%**

Traditional / offline communication tools list

- Branded resume
- Branded biography
- Letters of recommendation
- Sample projects
- Articles you have written
- Personal business cards
- Academic degrees
- Certifications and licenses
- Employee reviews
- A list of successes from previous work
- A list of awards
- Volunteer service docs
- Print copies of presentations

Traditional / offline communication tools used

- Branded resume **44%**
- Branded biography **15%**
- Letters of recommendation **40%**
- Sample projects **28%**
- Articles you have written **15%**
- Personal business cards **38%**
- Academic degrees **53%**
- Certifications and licenses **44%**
- Employee reviews **15%**
- A list of successes from previous work **39%**
- A list of awards **20%**
- Volunteer service docs **14%**
- Print copies of presentations **5%**
- None of the above **5%**

Recruiters want to see these tools

- Branded resume **65%**
- Branded biography **12%**
- Letters of recommendation **18%**
- Sample projects **59%**
- Articles you have written **6%**
- Personal business cards **0%**
- Academic degrees **35%**
- Certifications and licenses **29%**
- Employee reviews **6%**
- A list of successes from previous work **70%**
- A list of awards **18%**
- Volunteer service docs **12%**
- Print copies of presentations **0%**

Traditional / offline types of public communication

- Article writing & publishing
- Public speaking & presentations
- Interviews
- Networking

- Article writing & publishing **24%**
- Public speaking & presentations **36%**
- Interviews **17%**
- Networking **59%**
- None of the above **2%**

Recruiters think important

- Article writing & publishing **12%**
- Public speaking & presentations **31%**
- Interviews **12%**
- Networking **81%**
- None of the above **19%**

Important For Recruiters

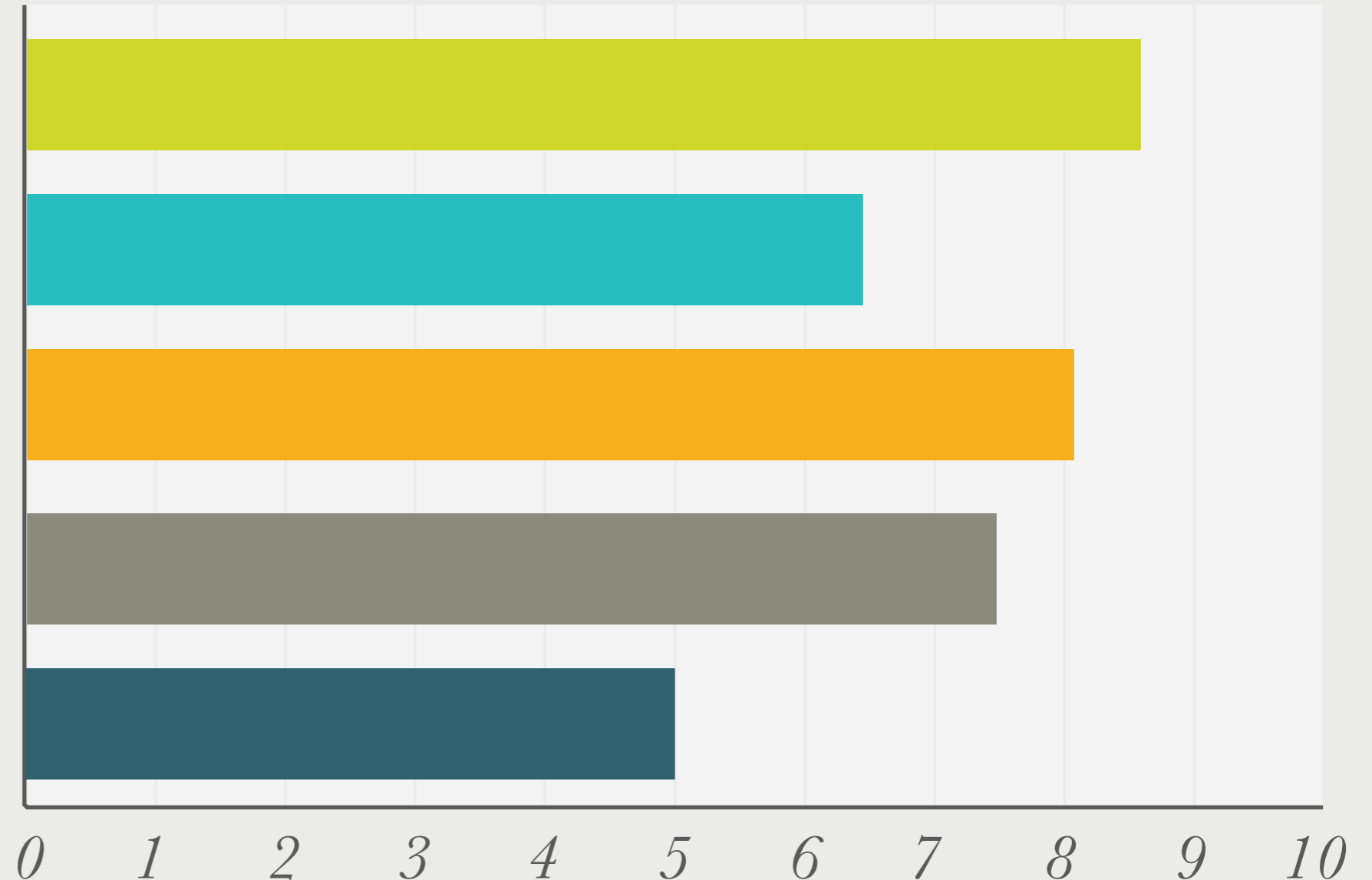
*Engaging, culture compliant personality traits
(for example: creative, efficient, quick learner)*

*Educational accomplishments (academic
education, credentials and certifications,
professional development, etc.)*

Work experience

*Professional accomplishments that make a
person proud*

Connections (people who candidate knows)

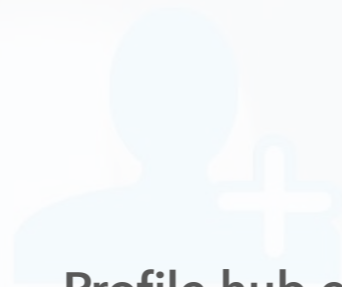


02 COMMUNICATE YOUR BRAND ONLINE



Profile hub elements

- Personal website
- Personal blog



Profile hub elements used to connect to audience

- Personal website **13%**
- Personal blog **13%**
- None of the above **78%**

Importance of strong online presence

- Extremely important **24%**
- Quite important **65%**
- Somewhat important **12%**
- Slightly important **0%**
- Not at all important **0%**

Personal website and blog importance

- Personal website **5 of 10**
- Personal blog **5 of 10**

AbsoTOP

Social Media



60%



94%

60%



53%

19%



35%

9%



30%

20%



12%

3%

*SlideShare
Presentations*

12%

0,49%

*Online
Webinars*

12%

7%



6%

1%



6%

0,49%



6%

“Have a quality profile in professional network like LinkedIn”

“Double check for typos and mistakes.”

“Define your values, vision and mission”

“not too fancy”

“Be realistic - you are not unique”

“Brain”

“Learn who you are”

“Same information in all sites – not contradictory at least.”

“Work out a strategy. Test it. Improve it. Test again.”

I AM ALL YOURS NOW FOR Q&A

Dadoenkov



Dadoenkov



Dadoenkov

