

# Welcome to Personal Branding Done Right!



*Let's get started!*  
*Please fill out the worksheet*

DIXIE STATE UNIVERSITY CAREER SERVICES

## Personal Branding

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*What are you known for?*

### Ask Yourself

How would you describe yourself?

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How would others describe you?

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What would people say about you when you left the room?

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Would there be a VOID if you left your job/role/organization?

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**"Knowing yourself is the beginning of  
all wisdom."  
— Aristotle**



# Personal Branding Done Right

Dixie State University Career Services

Gina Gottfredson, Career Coach

Rochelle Blatter, Career Coach

# Coke or Pepsi?



**VS**



# Nike or Adidas



# Apple or Android



# What are these companies known for?



How do you know what a company is known for?

**You know their BRAND**

- Reputation (Trust)
- Marketing (Awareness)
- **Experience (Loyalty)**

**A BRAND IS  
NOT A LOGO**



**A BRAND IS A COLLECTION OF  
PERCEPTIONS  
IN THE MIND OF A CONSUMER.**

*The brand is not an afterthought, it is what  
differentiates them from their competitors.*



**BUT THOSE ARE  
CONSUMER BRANDS  
NOT PEOPLE.**



What about YOU?

Do YOU have a BRAND?

What are YOU known for?

According to Amazon  
founder Jeff Bezos  
**amazon**

**“Your personal brand is  
what people say about you  
when you leave the room”.**



# What do people say about Gina?

- Doer- sometimes does too much for people
- Problem Solver
- Excellent Customer Service
- Super Upbeat
- Busy
- Outgoing
- Always Positive
- Confident
- Dynamic
- Loves to Learn
- Friendly and inviting
- Loves to help others
- Very energetic
- High volume (work & sound)
- High expectations of people
- Excited about ...everything
- Gets people excited
- Great personality
- Accomplishes great things
- Pushes herself to be better
- Takes responsibility



## Wonder Woman

# Today...



1. You need a Personal Brand!
2. Where would I use my Personal Brand?
3. How do you create your Personal Brand?



# 1. Do you need a Personal Brand?

# YES!

If you don't create a brand someone else will create it  
for you.

"Birthday  
Lady"



**Executive Assistant**

## 2. Where would I use my Personal Brand?

- ✓ Resume
- ✓ LinkedIn
- ✓ Job interview
- ✓ Elevator speech
- ✓ Networking
- ✓ **Show value in current job**



# 3. How do you create your Personal Brand?

## Brainstorm Ideas

- Strengths – can you list your strengths? Top strengths?
- What would others say about you? Ask!
- Have you taken an “Assessment?” ie. StrengthsFinder, MBTI, Color Code – key words, phrases, and hidden strengths



Worksheet

# Create Your Statement



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## Create Your Statement

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### WHO?

Who do you serve? *Think about communities, organizations, people*

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### WHAT?

What you do for others?

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### HOW?

How you are able to help others?

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### WHY?

Why 'do you do what you do'? *What are the emotional, intangible benefits you create for others?*

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Now choose your **TOP** choices in each area and put it all together:



I help \_\_\_\_\_  
to \_\_\_\_\_  
by \_\_\_\_\_  
that \_\_\_\_\_.

Helping YOU Connect •••••



# Create Your Statement - WHO

Who do you serve? Who do you want to serve?

1. Describe people, communities, organizations you serve
2. Narrow down the **one** that resonates the most

**Example - Gina:**

*I serve students, faculty and staff at Dixie State University.  
I also work with employers and community members.*

TOP : **Students**



# Create Your Statement - WHAT

What do you do? What do you want to do?

What do you do to help others?

## Example - Gina:

I help students navigate the world of careers including choosing a major, resumes, cover letters, internships, elevator speeches, networking, interview skills, and developing soft skills.

TOP: Teach students how to develop skills to prepare for their careers.



# Create Your Statement - HOW

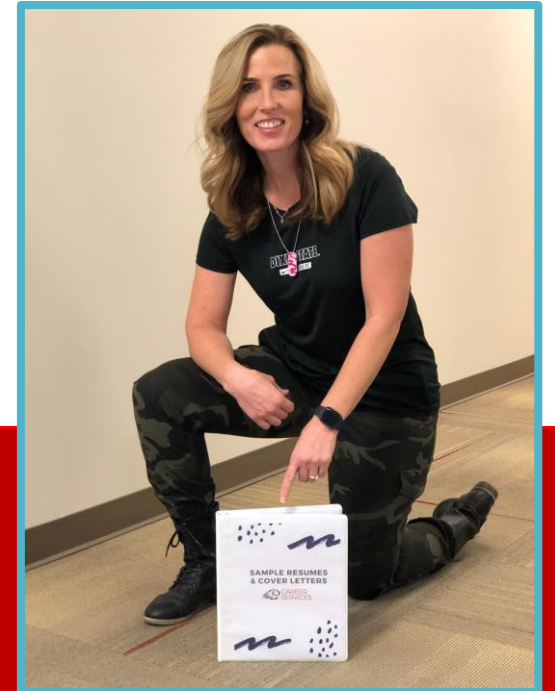
How do you help? How do you want to help?

Describe HOW you help others

**Example: Gina:**

“Customer service” .... I lead, teach, train, serve, mentor, develop, support, persuade, and advise students one on one, in a class or group setting as well as presenting to large groups.

TOP: Work one-on-one with students, teach classes, give presentations.



# Create Your Statement - WHY

Why? What is your Why?

Describe the benefits – emotional? Intangible?

Example Gina:

Genuine desire to help and influence students to change their attitudes and behaviors in order to promote personal development.



**Find your WHY?**

**"I want to help students find their DREAM JOBS!"**

# Put it all TOGETHER

I help students (who)  
to to develop skills to prepare for their careers (what)  
by working one-on-one with them, teaching classes, and giving presentations (how)  
that help influence them to change their attitudes and behaviors to promote personal development (why).



# Make it Work for YOU!

“I am a career super hero! I coach students to develop POWER skills to prepare them for their careers. I mentor, teach and train to help them see the vision of their future. Together we change their attitudes and behaviors to help them succeed. I change lives!”



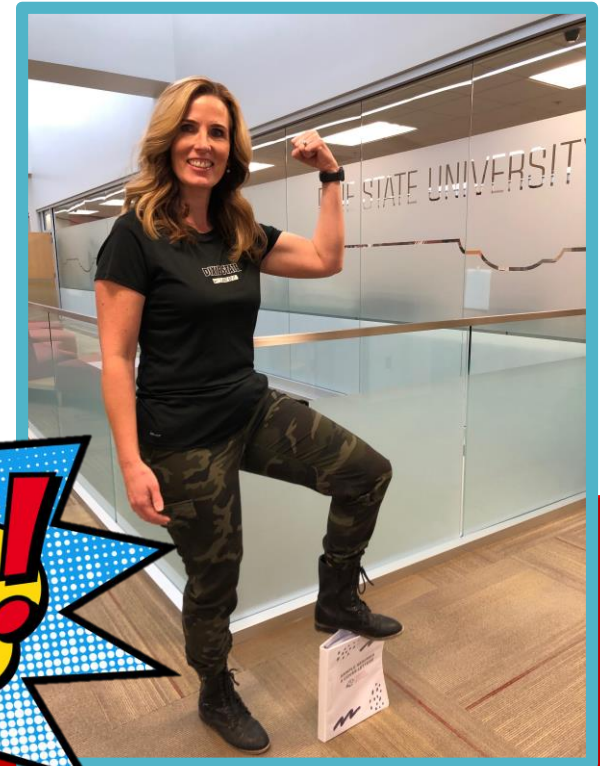
- Be Creative
- Be Authentic
- Be Consistent
- You can't be EVERYTHING so choose wisely
- Just like companies you need to differentiate yourself from others ie. applicants, co-workers, etc.
- Make it Work for YOU!



# Put it to Work!

- ✓ LinkedIn
- ✓ Resume
- ✓ Job interview
- ✓ Elevator speech
- ✓ Networking
- ✓ Show value in current job

“I am a career super hero! I coach students to develop POWER skills to prepare them for their careers. I mentor, teach and train to help them see the vision of their future. Together we change their attitudes and behaviors to help them succeed. I change lives!”



# Example LinkedIn:



Gina Gottfredson • 1st  
Career Coach at Dixie State University  
Saint George, Utah

Message

More...



Dixie State University



Dixie State College



See contact info



See connections (500+)

I am a career super hero! I coach students to develop POWER skills to prepare them for their careers. I mentor, teach and train to help them see the vision of their future. Together we change their attitudes and behaviors to help them succeed. I change lives!



# Example - Resumes:

## Branding Statement

What would you like to be known for?

**Experienced Career Coach with the ability to help students develop skills to prepare them for careers. Teaching and training professional who can help students see the vision of their future. Presenter, motivator and counselor.**

*Marketing Executive \* High Tech \* Management \* Leader*

Creative designer who can meet tight deadlines while bringing a client's vision forward

## Technology Executive

*Driving strategic vision while bringing strong leadership to challenging situations*

Effective case manager, adaptable to challenging situations and diverse populations.

*Highly motivated, professional with 5 years experience in marketing, e-commerce, relationship building, promotion and management.*

*Results oriented retail merchandiser with significant progressive management experience, a flair for detail and a proven track record of maximizing profits in a fast paced environment.*

## TIP!

Start with a branding statement, progress to "Profile" or "Professional Summary"

# Resource

## Worksheet

# Branding Statement, Profile or Professional Summary



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## Branding Statement, Profile or Professional Summary?

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Get noticed! Make a powerful statement to start your resume. If you have a strong profile, professional summary or branding statement chances are the employer will want to read the rest of your resume.



### What should this section do?

- Shows how you can help the employer meet their goals (target for each job separately)
- Highlight the most important concepts you want to get across to the hiring manager
- Include key words relevant to specific job and industry
- Excellent place to highlight your "soft skills"

### Branding Statement - what would you like to be known for?

A branding statement is a short, catchy statement that highlights your relevant key traits in 15 words or less.

1

#### Make a list of 15 words that describe YOU

*Creative, resourceful, driven, efficient, adaptable, team player, communicator, helper, compassionate, enthusiastic, confident, mentor, teacher, dependable, helpful, tech-savvy*

2

#### Cut it down to 10

*Resourceful, driven, adaptable, team player, communicator, helper, confident, dependable, helpful, tech-savvy*

3

#### Cut it down to 5-7 words and put into a phrase

***Driven, tech savvy, dependable, team player, with excellent communication skills***

Turn your branding statement into a Profile

### Profile (Highlights YOU)

A **profile** highlights the key points from your resume, but it usually focuses more on your personal strengths.

\_\_\_\_ (soft skill), \_\_\_\_ (soft skill) and \_\_\_\_ (soft skill) \_\_\_\_ How / Where or Who.

**Hard working, dependable student, with a knack for problem solving and team building.**

### Professional Summary (Highlight Experience & Strengths)

A **professional summary** statement restates the key points of your resume including professional accomplishments, usually in a short paragraph or a few bullet points.

**Highly motivated, professional with 5 years experience in marketing, e-commerce, relationship building, promotion and management.**



- How can you show **VALUE** in your current job?
1. Create your brand to show the VALUE you bring...and USE IT!
  2. Making others aware of your skills and strengths
  3. Taking on leadership roles or more responsibility
  4. Do you need additional skills, certifications or education to further your career?

# Show Value in Your Current Job



"Birthday Lady"

# Things to consider...

- Reputation (Trust)
- Marketing (Awareness)
- **Experience (Loyalty)**

# Thoughts?

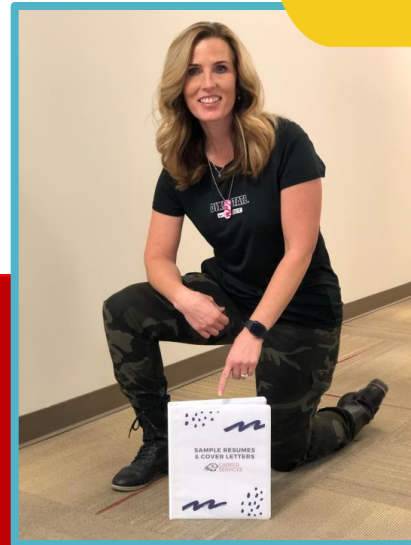
- Did you discover your **BRAND**?
- Who would like to share?



# Action Steps:

- If not, what can you do to CREATE your BRAND?

Next steps?





Rochelle Blatter

**Career Super Hero**

Career Services

435.652.7737

Rochelle.Blatter@dixie.edu

Gina Gottfredson

**Career Super Hero**

Career Services

435.652.7737

Gina.Gottfredson@dixie.edu

Thank you for coming today!