

Personal branding



Meet your guides



Olga Romanova

Founder of CargoHR.
Passionate about people & providing
premium-class recruitment services.



Carina Tüllmann

COO of Open Logistics Foundation.
Communication enthusiast, building
innovation ecosystems.



If we ask 5 people you know, **what they think makes you unique or what you're good at.** What do you think they would answer?

Would it be the same as what you would answer about yourself? **Would this represent your brand?**



Personal branding:

It is a process which puts intention and focus on your reputation and ensures that other people see you the way you want.

To influence how others see you – you need a brand, **your personal brand.**



What is a personal brand?

It's how you make others feel!

Buying something exclusive, part of a lifestyle and social experience, a place that is neither home nor work—something in between. A cozy and inviting place to stay longer & feel a little bit special.



What is a personal brand?

How do you make me feel, when I:

Your personal brand is a combination of the associations, beliefs, emotions, attitudes, and expectations others have about you. It is your reputation. What people can expect from you.

- Work with you?
- Hire or employ you?
- Promote you?
- Make you a part of my team?
- Include you in my/our company?

Personal branding gives you control

Can you reflect honestly on your career and think how did you get here?

- Randomly applied
- Someone decided that it was good for me
- Needed more money/fun
- Decided to try out / experiment
- It's close to my home
- Had a plan – and got here
- Other



Why do we need a personal brand?

Competitive employee market:

MBA studies, international experience, several languages, perfect LinkedIn page – you need to market & distinguish yourself.

Average attention span:

7-12 seconds & people hardly Remember data – in a very short time someone needs to remember you.

Recruiters / Hiring managers:

Spending 6 seconds – to screen. 1-3 minutes – if shortlisted.

Around 75% of CVs do not reach recruiters

They do not pass ATS (application tracking system).

Data exchange is quick and fast in a digital era –

People need to remember you, your strengths, your brand.

Personal branding:

- Allows you to have a distinct advantage over others
- Builds trust and credibility
- Generates professional opportunities
- Helps you attract stakeholders
- Helps you reach your goals

...Can work against you if you don't have one.



Self-Reflection comes first...



Personal branding gives you an opportunity to step out of your routine, take your time and reflect before you take an action!

- Where do I want to be? Who do I want to be?
- What am I passionate about?
- Who inspires me?
- What skills & talents do you have which you want to grow?
- What do you want people to remember about you?
- What are my beliefs and values?

Personal brand reflects your authenticity, your values, who you are and how you make people feel.



APPENDIX

Appendix 1

Express-check of your personal branding



Step 1

Know Yourself

- How do you describe yourself?
- What are you known for? What is your reputation?
- Do you have a personal brand? Does it reflect who you are?
- Why do you do what you do? What provides you motivation?
- What ways do you provide and communicate value?

Step 2

Distinguish yourself

- What do you have to offer a colleague, boss or company?
- How do people benefit by working with you?
- What is the difference between you and others professionally?
- What makes you different from your competition?
- What is the WOW factor in you that others notice?

Step 3

Communicate your brand

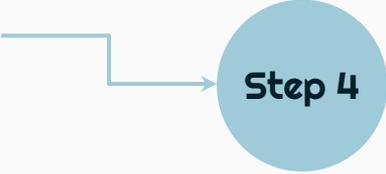
Step 3

Communicate your brand

- Who is your target group and where do you meet them?
- Where can you best position yourself and your WOW factor?
- What are the comms channel that you feel comfortable and authentic with? (e.g.)
 - Are you a good networker?
Which events do you need to attend to meet your target group?
Which networks do you need to join?
 - Are you a good speaker or moderator?
On which events internally & externally can you position yourself?
 - Are you a good writer?
On which channels can you offer articles/ statements/ background information?

Step 4

Use Social Media to build your brand

A light blue circle containing the text "Step 4". A light blue line enters from the left, moves horizontally, then turns 90 degrees down, then 90 degrees right, ending in an arrowhead pointing to the circle.

Step 4

Use Social Media to build your brand

- What do you find when you google yourself?
- Are you represented on LinkedIn? How Many LinkedIn Connections do you have?
- What ways do you provide and communicate value?

Appendix 2

Before you take an action and start creating your brand - start with your professional objective & vision!

Summarize Your Self-Assessment

All of the self-assessment material should be consistent with your professional objective. Your self-assessment may provide additional ideas for your professional objective, as well as provide an outline of material to support it.

Career Vision:

Five years from now, I will be leading a team of highly motivated, bottom-line-oriented people who have earned a reputation for being able to creatively and successfully tackle any problem presented to them.

We will be recognized for making the company more profitable by garnering 10% of the market share.

Write your vision of the career you would like to have. Some people find it useful to first think about their overall "life mission" or purpose – and even draft a mission statement – before defining a five-year vision.

Skills and Competencies:

- 1.
- 2.

Personal Characteristics:

- 1.
- 2.

Values:

- 1.
- 2.

Interests:

- 1.
- 2.

Professional Objective:

set goals before you take action. In your personal life, you probably know your destination before you leave on vacation. Set you goals to achieve your vision – which steps to set as goals to tick the boxes?

Experience, education and key accomplishments supporting that professional objective:

Summarise your self-assessment

All of the self-assessment material should be consistent with your professional objective. Your self-assessment may provide additional ideas for your professional objective, as well as provide an outline of material to support it.

Career Vision:

Write your vision of the career you would like to have. Some people find it useful to first think about their overall “life mission” or purpose – and even draft a mission statement – before defining a five-year vision.

*E.g. Five years from now, I will be leading a team of highly motivated, bottom-line-oriented people who have earned a reputation for being able to creatively and successfully tackle any problem presented to them.
We will be recognised for making the company more profitable by garnering 10% of the market share.*

PS: See example in italics!

Summarise your self-assessment

Skills and Competencies:

1. *Managing P&L, Budgeting*
2. *Building teams & establishments from the „ground zero“*
3. *Leadership; motivating, coaching & leading cross-cultural teams*

Personal Characteristics:

1. *Adaptable*
2. *Expressive*
3. *Self-motivated*

Values:

1. *Independence and Autonomy*
2. *Wealth*
3. *Security*

Interests:

1. *Public speaking*
2. *Accounting: routine tasks*
3. *Mentorship and coaching*

PS: See examples in italics!

Summarise your self-assessment

Professional Objective:

Set goals before you take action. In your personal life, you probably know your destination before you leave on vacation. Set your goals to achieve your vision – which steps to set as goals to tick the boxes?

E.g. To develop cutting-edge software solutions that enhance user experience and business productivity.

Experience, education and key accomplishments supporting that professional objective:

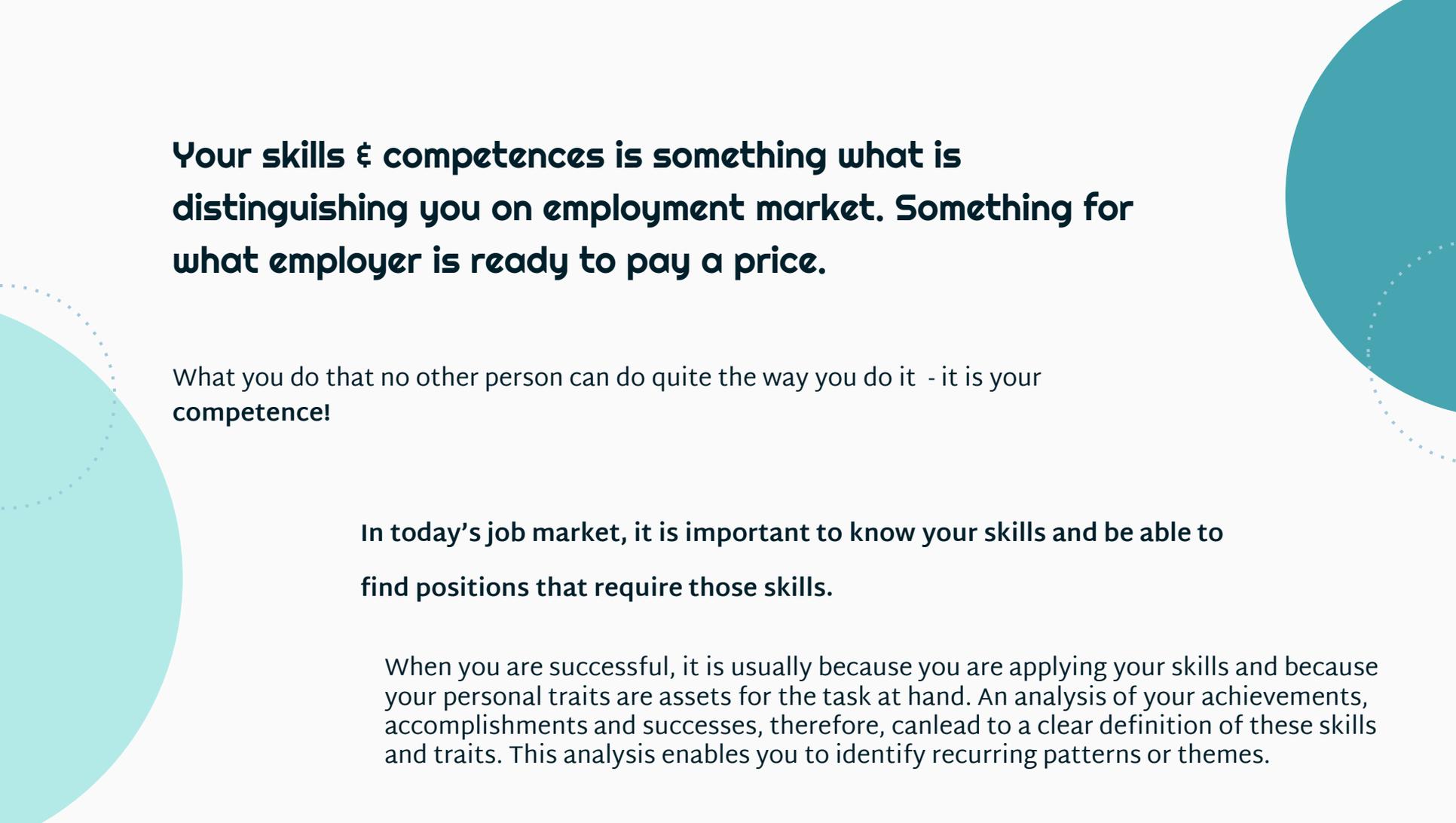
E.g. I have experience with a cross-functional project that increased efficiency by 20%. I am also a certified Google UX Design professional and an AWS Certified Solutions Architect.

PS: See examples in italics!

Appendix 3

Skills & Competences





Your skills & competences is something what is distinguishing you on employment market. Something for what employer is ready to pay a price.

What you do that no other person can do quite the way you do it - it is your **competence!**

In today's job market, it is important to know your skills and be able to find positions that require those skills.

When you are successful, it is usually because you are applying your skills and because your personal traits are assets for the task at hand. An analysis of your achievements, accomplishments and successes, therefore, can lead to a clear definition of these skills and traits. This analysis enables you to identify recurring patterns or themes.

Identify your skills with SOAR approach - through your accomplishment

Stories.

Employers want to know what did you achieve and understand your skills through real stories.

Situation (describe the situation)	Obstacles (describe the obstacles you faces)	Actions (List the actions you took)	Results (describe the results you helped to obtain)
Situation 1 Situation 2 Situation 3 Situation 4			

SOAR Stories you can use as well to describe your accomplishments during the interview

Example:

“I was the product manager at Exceptional Pet Foods for its “large breeds” dog products. Exceptional faced tough competition from national brands that outspent us in advertising and promotional efforts, and we were losing market share to them, particularly in supermarkets.

Effective Sentence Openers for Accomplishment Statements

absorbed
achieved
acted
added
administered
advised
analyzed
applied
appraised
approved
arranged
assembled
assisted
attended
automated

balanced
bought
budgeted
built

carried
centralized
changed
checked
clarified
cleaned
coached
collaborated
collated
compared
compiled
completed
composed
computed
conceived
condensed
controlled
converted
conveyed
coordinated
corrected
corresponded
counseled
created

dealt with
decided
defined
delivered
demonstrated
designed
determined
developed
diagnosed
directed
discovered
distributed
diverted
duplicated

edited
encouraged
enlisted
ensured
equipped
established
evaluated
expanded
expedited
experimented
extracted

facilitated
fed
finalized
financed
folded
fostered
found
founded
furnished

generated
governed
guaranteed
guided

handled
headed
helped
hired
hypothesized

identified
illustrated
implemented
improved
improvised
increased
influenced
informed
initiated
innovated
inspected
installed
instituted
instructed
integrated
interpreted
interviewed
introduced
invented
invested
investigated

judged

launched
learned
lectured
led
leveraged
liquidated
listed
located
logged
lowered

maintained
managed
measured
merged
minimized
modernized
modified
motivated

negotiated
notified
numbered

observed
obtained
opened
operated
organized
outlined
overhauled

packed
patrolled
persuaded
photocopied
picked out
planned
positioned
posted
prepared

qualified
questioned

raised
read
realized
received
recognized
recorded
recruited
reduced
refined
related
reorganized
reported
represented
researched
responded
restored
restricted
retrieved
revamped
reviewed
revised

selected
served
opened
set up
shipped
showed
simplified
sold
solved
sorted
staffed
standardized
started
strengthened
studied
supervised
supplied
supported
systematized

tabulated
tailored
taught
tended
totaled
tracked
trained
transacted
transferred
translated
transported
treated

uncovered
undertook
unified
updated
upgraded
utilized

verbalized
verified

weighed
withstood
worked
wrote

Skill Inventory

You can use this list as basis to assist you in identifying

The skills you have learned or developed through experience. Select the six skills that best describe you. Place a check next to each skill. Be sure each skill you select is supported by experience, education or achievements.

This list is necessarily general. It is important that you include any additional skills needed to create an accurate picture of yourself.

COMMUNICATING

- Corresponding
- Editing
- Interviewing
- Managing conflict
- Negotiating
- Public speaking
- Writing
- Drawing
- Facilitating
- Listening
- Mediating
- Presenting ideas
- Relating to customers
- Other: _____

COORDINATING

- Cataloging
- Following up
- Scheduling
- Correcting
- Reporting
- Other: _____

DEVELOPING PEOPLE

- Assessing performance
- Counseling
- Helping others
- Teaching
- Training
- Coaching
- Developing
- Motivating
- Team building
- Other: _____

FINANCIAL MANAGEMENT

- Auditing
- Controlling
- Financial analysis
- Fund raising
- Budgeting
- Cost accounting
- Financial planning
- Other: _____

MANAGING DATA

- Analyzing data
- Computing
- Managing information
- Research
- Taking inventory
- Assessing quality
- Gathering data
- Measuring
- Setting standards
- Other: _____

MANAGING/DIRECTING

- Approving
- Developing procedures
- Directing
- Implementing
- Interpreting policy
- Managing people
- Managing tasks
- Other: _____
- Delegating
- Developing systems
- Formulating
- Instructing
- Making decisions
- Managing projects
- Revitalizing

ORGANIZING

- Administering
- Categorizing
- Projecting
- Setting priorities
- Assigning
- Developing work plans
- Restructuring
- Other: _____

PLANNING

- Analyzing
- Designing
- Developing strategy
- Surveying
- Conceptualizing
- Developing policy
- Reviewing
- Other: _____

SELLING/MARKETING

- Advertising
- Managing sales
- Pricing
- Relating to clients
- Writing proposals
- Analyzing markets
- Marketing
- Promoting
- Selling
- Other: _____

SERVING

- Client relations
- Responding promptly
- Handling complaints
- Other: _____

TECHNICAL SKILLS

- Computer literate
- Designing systems
- Engineering
- Scientific research
- Programming
- Designing
- Developing products
- Inventing
- Manufacturing
- Other: _____

Appendix 4

**Highlight your skills by using
summary statements**



Skills & accomplishment helps you to define your USP on Social Media, CV, Interview...

The purpose of the **summary statement** on a resume/CV/ Social Media is to encapsulate the experience, areas of expertise, technical or professional skills and traits detailed in the body of your resume/CV/Profile. Since it includes the strongest arguments for hiring you, use key words that match what your target market desires and/or highlight your key attributes.

Example of a Summary Statement

NAME	City, State	Email Address LinkedIn Address	Cell Phone Home Phone
<p>SUMMARY</p> <p>A Human Resources executive with experience as a strategic member of corporate leadership teams. Strong business background developed through line and staff positions in various industries. A visionary with the ability to serve as a catalyst for profitable and orderly workforce change. Able to establish rapport and credibility with diverse groups ranging from union members to board members. Solution-oriented with an eye toward bottom-line results.</p> <ul style="list-style-type: none"> • Mergers and Acquisitions • RIF/Reorganization • Profit Centers • Executive/Board Compensation 			
<p>PROFESSIONAL EXPERIENCE</p> <p>SANTINI FOODS, Chicago, IL 20XX-Present</p> <p>Vice President, Human Resources</p> <p>Run a human resource profit center for the food business line of this global \$20 billion consumer packaged goods company.</p> <ul style="list-style-type: none"> • Provided strategic counsel during mergers and acquisitions regarding culture integration and human resource cost benefit analysis that were critical factors in purchase decisions. • Led the company through a comprehensive reengineering, work redesign and process improvement effort that resulted in cost savings and improved quality and efficiencies. • Negotiated compensation and benefits package during union negotiations on time (for the first time in 12 years), with net savings of \$12 million over a five-year period. • Outsourced several functions. Decreased the human resource budget by 30%, while increasing productivity, efficiencies and quality. • Developed a new Human Resource Information System, created a human resource service center and implemented a payroll conversion that improved timeliness and compliance. 			
<p>YUMMY GUMMIES, Chicago, IL 20XX-20XX</p> <p>Director, Human Resources (20XX-20XX)</p> <p>Directed all human resources for 10 customer groups for this global \$2 billion candy manufacturer.</p> <ul style="list-style-type: none"> • Championed a corporate culture change from bureaucratic and entitlement to participative. • Initiated the creation of the executive succession plan, utilizing a 360-degree feedback instrument for executive development, which increased corporate bench strength. • Fashioned a bonus that increased production by 200% without sacrificing quality. 			

NAME	Email Address
<p>Manager, Human Resources (20XX-20XX)</p> <p>Provided all human resource functions for three customer groups.</p> <ul style="list-style-type: none"> • Applied Total Quality Management, Demand Flow Manufacturing and ISO 9000 to human resource operations resulting in streamlining, efficiencies and improved customer service. • Directed the design and management of competency-based and skill-based compensation plans utilizing pay-at-risk, gain sharing and individual/team incentives. • Reduced workers' compensation costs by 72%, from \$180,000 to \$50,400 during the first year and achieved Workers' Compensation Premium Certification. 	
<p>SPARKLING BOTTLERS, Rolling Meadows, IL 20XX-20XX</p> <p>Employment and Compensation Manager</p> <p>Coordinated and managed the development and implementation of recruiting, employment and compensation programs for this \$1.5 billion bottling plant.</p> <ul style="list-style-type: none"> • Increased employee retention by 20% and reduced associated costs of hiring. • Designed, implemented and managed competitive compensation programs including employee incentive plans, which improved productivity and morale. 	
<p>EDUCATION</p> <p>Executive Development Program, J. L. Kellogg Graduate School of Management, Evanston, IL BA, International Studies, Northwestern University, Evanston, IL The Leadership Development Program, Center for Creative Leadership, Greensboro, NC</p> <p>Numerous human resource and management programs, conferences and seminars, e.g., human resource shared services, strategic planning, organizational development, change management, mediation/negotiation and employment law.</p>	
<p>PROFESSIONAL CERTIFICATIONS</p> <p>Senior Professional Human Resources (SPHR), Society of Human Resource Management Certified Compensation Professional (CCP)</p>	
<p>AFFILIATIONS</p> <p>American Compensation Association Society of Human Resource Management American Society for Training and Development</p>	

**Don't forget to stay
authentic, stay
yourself!**

