

Building a Personal Brand

A personal professional brand is different than a reputation. Your reputation is about credibility. A personal brand is about visibility, the values you represent in the professional world. You have a reputation with those who know you, your brand extends that relationship to those beyond that circle.

Define Your Brand

Start with a self-reflection. This exercise will help you envision your personal brand and align with specific strategic goals. Align these discoveries with skills needed in your career. Define your goals: skills you are proud of and skills you need to develop. Define your passion: what are your motivators, the projects you like to work on? Compare with the projects you might work on in your career. Reflect on your interests and how they connect to your career. What subjects in school interest you, why do they interest you? How do these interests align with your career? This exercise will help you to define your “value, beliefs & goals.

Invest Time in Developing and Maintaining

Increase your visibility with social media. Using social media with intentional branding can help build your network. Clean up your old social media self to reflect your brand. Make sure your online presence is professional. Using apps like LinkedIn can help you connect to companies and professionals. Twitter can also help you share articles about your professional interests where you can join conversations quickly. Create a QR code that will take your audience directly to your professional portfolio. Keep your brand and information up to date.

Show Transparency

A personal brand may seem promotional, but it is not. Your brand is how you define the distinctive value that you bring to your career. If you are trying to paint a perfect picture of yourself on social media, your branding will end up being unrealistic.

Tell Your Story

Tell your value story, connect that story to the professional you want to be. Share your accomplishments and struggles. Set goals for improvement and lean into your strengths. When you do this, you connect on a deeper level, building trust and credibility.

