Developing a Personal Brand

Career Kickstart

❇ RBS

First Impressions

Branding isn't just for businesses. Your personal brand is the impression that others have about you, and we've put together a few ideas to help you.

The four themes of personal branding

Appearance how you present yourself: body language, clothing, posture; your email address and voicemails; what do people first notice?

Abilities your strengths; what aspects of these stand out when you complete tasks?

Personality your behaviours, how you communicate with others and your attitude.

Difference how you stand out from the crowd. What drives and motivates you? What are your beliefs? What separates you from others? What do people remember about you?

Make first impressions count

Within the first minute of seeing you, a stranger will weigh up who you are based on your appearance and personality. This first impression is a defining moment, not only with a potential employer, but also in your social life. That's why it's important to think carefully about how people see you.

It's always a good idea to think carefully about how you start to identify, develop and present these positive themes into your personal brand. Think of it as how you package who you are; think about how you can show your strengths and how you communicate with others.

By strengthening these areas, you'll build your confidence up and you'll start to believe in your personal brand.

Using social networking to develop your personal brand.

Remember when you post anything online, you won't be able to talk other people through what they're seeing so don't forget: Keep your personal life private.

If you're technically minded, you may want to consider building your own webpage, where you have control over what you publish. Make sure that you keep the content up to date and coordinate what you put online; whether it's on social networking sites, like Facebook, or your own personal website.

Showcase your strengths and accomplishments; send out a positive image – again, make sure you keep this up to date.

Make sure you use appropriate social media sites to help you display your personal brand to the people that matter and who can help you progress.

Try to stand out from the crowd by using your personal brand and make a positive impression. Remember, by doing this you will improve your confidence because you are taking ownership of who you are.

A brand isn't static; make sure yours constantly develops by keeping an eye on where you want to go in your career and make sure that you identify clear goals and focus on achieving them.