

# Section Two: Developing A Personal Brand – Your Compelling Value Story

(Complete Exercises)

**SECTION 2, STAGE 1**

Step 1, 2: Showcasing your accomplishments

* Review closely the instructions for Step 1 work (showcasing your accomplishments) from your Week 3 Reading Assignment
* Copy each of your identified raw accomplishments (from your Week 1 + 2 Work Assignment) into the space below. You are now going to add more context and quantification for the reader, in the general format of:

*“Because of my basic work style (highlighting one of your* ***Key Descriptors****)…When tasked to do the following (****what you did*** *or worked on)…I was able to generate these* ***quantified results*** *(meaningful to the organization—the* ***value****)…”*

Step 3: Giving your accomplishments weight

For each of your accomplishments, read the resulting paragraph a few times. The results should:

* Elicit a sense of satisfaction and accomplishment;
* Answer the question, “How does this make you different from others?”

If your paragraphs do not pass these tests immediately, keep tightening them until they pass.

Keep in mind why you are writing these statements—to show your personality. It is not about the task. The task details are only for credibility. When you say you are “determined“ and show an example of this determination supported by facts, figures, names, and details, the personality work style takes on an unquestioned credence.

**SECTION 2, STAGE 2**

## Step 1: Brainstorming your *Opportunity Sought*

Describe where you see yourself in five years:

* + *Where are you?*
  + *Who are you with?*
  + *What are you doing?*
  + *What type of work are you doing?*
  + *Are you working for yourself? A Corporation? A nonprofit organization?*
  + *What type of service or product are you involved with?*

Step 2: Developing and testing your *Opportunity Sought* statement

Capture some thoughts around the following questions:

* What thrills you at work?
* What do you struggle with at work?
* State your preferred position objective (e.g., supervisory position), keeping it as flexible as you want.
* Identify the company section or group if needed (e.g., the Purchasing department).
* State your desired organization size and industry section (e.g., in a medium-sized aerospace company).
* Describe where geographically you want to work, if relevant (e.g., in Canada, the United States, Latin America).

Now combine these thoughts into a few sentences, such as in the examples provided earlier, and think about your statement. Is it complete? Does it paint a clear picture of what you want to be doing? Is it compelling to the reader?

Use this test to reflect on your thoughts: ***Does the role excite me?*** Keep at it until you are sure. Keep in mind the test that the employer uses:

* *Do I have such a position (or need) available?*
* *Do I understand what she actually would do?*
* *Do I value the special skills she claims to bring to this job?*
* *Do I see that she understands the business?*
* *Now I want to read more about her… let’s see the rest of her résumé.*

Step 3: Testing your *Opportunity Sought* (checklist)

Go back to Week 3 Reading Assignment and work through the **Opportunity Sought checklist** provided. Ensure that your opportunity sought statement meets the checklist elements to your satisfaction.

Here’s the real test: When done, say to yourself, “Wow, I would feel terrific if I had that job.” If you don’t feel that way, go back to the drawing board. Your statement must pass that test, and only you can be the judge.

**SECTION 2, STAGE 3**

Step 1: Building first cut Capabilities, then iterating

Go back through your *Opportunity Sought* statement word by word and:

* Underline every **key word** (see earlier examples).
* List a corresponding bulleted item in the same order as the key words appear in the statement. Include only experience, ability, times, numbers, etc.
* Reread your statement to ensure you didn’t miss anything and there is nothing extraneous in either section.

**Iterate:** As you develop this section, you may find yourself including other capabilities that are important to you, but not reflected in your *Opportunity Sought* statement. Therefore, insert the corresponding description into the Opportunity Sought. Make sure these blend without disrupting the flow or burdening the first part of the résumé.

## Step 2: Testing your Capabilities section (checklist)

Go back to Week 3 Reading Assignment and work through the **Capabilities checklist** provided. Ensure that your opportunity sought statement meets the checklist elements to your satisfaction.

## Step 3: Sharing your work with a trusted confidant

As a final check of your Opportunity Sought and Capabilities, present them to a good friend or two and ask them if they:

* Understand it.
* Agree with it, inasmuch as they know you.
* Can repeat it back to you (at least the highlights and main concept) without looking at it; if they can’t, these both need more work.

**SECTION 2, STAGE 4**

Step 1: Building page 2 of your résumé

Reread Section 2, Stage 4 in your Week 3 Reading Assignment to familiarize yourself with the purpose of your page 2. Summarize your own specific page 2 content here, or on a separate document for use as your actual résumé.

Step 2: Assembling your (second) résumé

Reread Section 2, Stage 4 in your Week 3 Reading Assignment to familiarize yourself with the purpose of your second résumé. Capture that content below, or in a separate document for use as your master résumé.

**SECTION 2, STAGE 5**

Step 1: Writing your biography

Follow the instructions in your Week 3 Reading Assignment and capture your biography below:

## Step 2: Writing your personal tagline

Follow the instructions in your Week 3 Reading Assignment and capture your tagline below:

**SECTION 2, STAGE 6**

Step 1: Mapping your biography and tagline onto your LinkedIn profile

Follow the instructions in your Week 3 Reading Assignment and map your biography and tagline into your (active) LinkedIn profile.

Step 2: Researching your current online reputation

1. Google yourself. Type in your name and city and scan through the first several pages of search results**.** Take notes. Ask yourself: What would potential employers or collaborators think if they saw my current online presence?
2. Think about what you want your reputation to be. What do you want to be known for (your branding objective)? This should align with your personal brand:
3. List one or more **branding objectives** to build into your ongoing social media activities. Keep the list brief:

Step 3: Cobbling together your social media strategy

For each of your **branding objective statements,** expand them now to include specifics about the intended audience, frequency, etc.

* **How much time are you willing to invest in your ongoing social media branding work?**

* **What social media platforms does your intended audience currently frequent, and how do they like to consume relevant information?**
* **What is the most effective way (for you) to communicate your message?**
* **Does your communication preference match your intended audience’s content preference**?
* **Does your preference match your audience’s preference? If not, what can you do about that?**

Step 4: Picking through the cluttered social media landscape

From your work in this section so far and reflecting on the different social media options available (reread this section in your Week 3 Reading Assignment), chose 1 – 3 social media platforms that you will focus your initial efforts at community building on.

Step 5: Considering other essentials

Identify which of the following you will do to further communicate your personal brand:

* **Email signature blocks:**
* **Business cards:**
* **Video résumés:**.
* **Personal websites:**



# End of Section Two Exercises