

Personal Branding

The presentation will start shortly



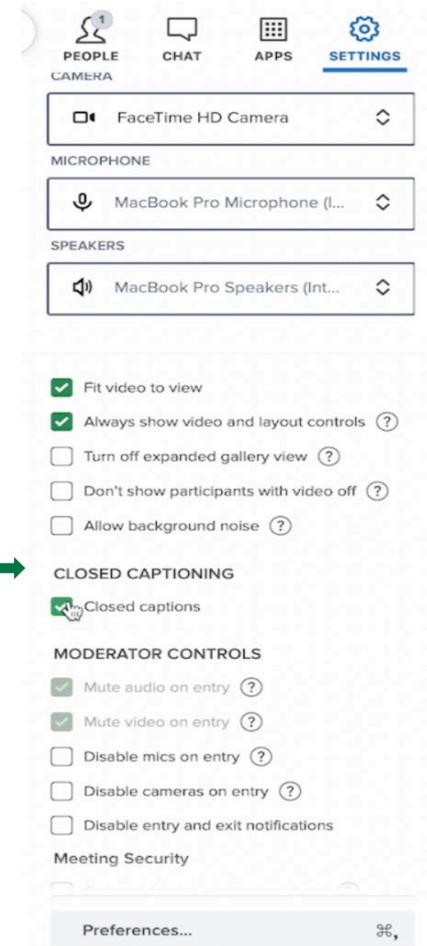
Workshop Guidelines

- Please be courteous and respectful to the host and other participants
- This is an interactive session – you are welcome to ask questions at any time (unmute your microphone or send questions via chat)
- Links to the workshop presentation and other materials are in the chat
- Follow up with your nearest Oakland County Michigan Works! service center for additional assistance
- Consider completing the survey

Turning on Closed Captioning

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1. Download/open the BlueJeans app on your desktop or mobile device
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3. Scroll down to the 'Closed Captioning' option and select the option



Overview



1. Define personal branding and discuss why it's necessary
2. Illustrate the process for creating a personal brand
3. Examine what makes a brand successful or unsuccessful

What is Personal Branding?



- People marketing themselves and their skills as “tangible products”.
- Helps create a lasting image / visual of what you professionally stand for.
- Just as customers buy strong brands, employers hire those with strong personal brands.

Why Personal Branding Matters

- What % of employers won't interview a candidate they can't find online?

25%

50%

75%

- Colors increase brand recognition by up to how much?

40%

60%

80%

- What % of brands use only 2 colors in their logos?

55%

75%

95%

Why Personal Branding Matters



- 90% of companies conduct background checks online
- 84% of companies use social media to find candidates
- Someone gets hired every 15 seconds on LinkedIn

Tips for Creating a Brand*

- Have a focus
- Be genuine
- Tell a story
- Enable other people to tell your story
- Be ready to fail but don't give up
- Create a positive impact
- Follow a successful example
- Live your brand
- Build and leave a legacy
- Be consistent

The Google logo, featuring the word "Google" in its signature multi-colored font.

* - <https://www.forbes.com/sites/goldiechan/2018/11/08/10-golden-rules-personal-branding>

Process, Step 1: Determine Your Target

- **What type of role are you looking for** – Before you can write a pitch that will help you reach your goals, you need to know what those goals are. Nail down the best way to describe your field and the type of work you're pursuing. Only then can people help you find it!
- **Find a niche in your industry** – Something you want to highlight and be known for so you don't sound like a clone of everyone else. Be specific and use examples when able.

"I'm in Human Resources" vs.

"As a sourcing specialist, I thrive on finding innovative ways to attract new recruits!"

Process, Step 2: Strategize Your In-person Message

Develop a good networking speech – Vocalize your message and branding strategy.

What's my constant: “Hi, I’m Jessica Hill. I’m an HR Generalist with 10 years experience in insurance. I have a knack for attracting and recruiting top talent in the local market and am currently looking for opportunities in.....”

How can I modify for my audience: “.....the **Detroit area** with both **healthcare** and **finance** companies.”

Example 1: When You're a Stay-at-home Parent

Old Speech: "I'm a stay-at-home mom, and I've recently started doing web design."

New Speech: "I'm a web designer who's making the internet a more beautiful and positive place! My counseling background helps me understand my customers' needs. Thanks to working in administration and being a stay-at-home mom, I'm great at coming up with solutions, no matter what you throw at me."

Example 2: When You're On 2 Different Paths

Old Speech: “I’m a teacher taking online courses in programming”

New Speech: “I combine different worlds in my work. I do physical design for textiles and virtual design for websites. I get my unique design perspective from my experience studying archaeology and teaching abroad.”

Process, Step 3: Strategize Your Online Message

- **Social profiles should tell a consistent, interesting message** – Vary content, but stay consistent in language, tone, and topics to solidify your industry expertise
- Do a “health check” on your LinkedIn profile to make sure it’s optimized: www.resumeworded.com
- **Post regularly** – Minimum once a week, but aim for two or three times a week (*note if different times get you better results*)
- Be a source of information – original content is best because it shows your personal thought process

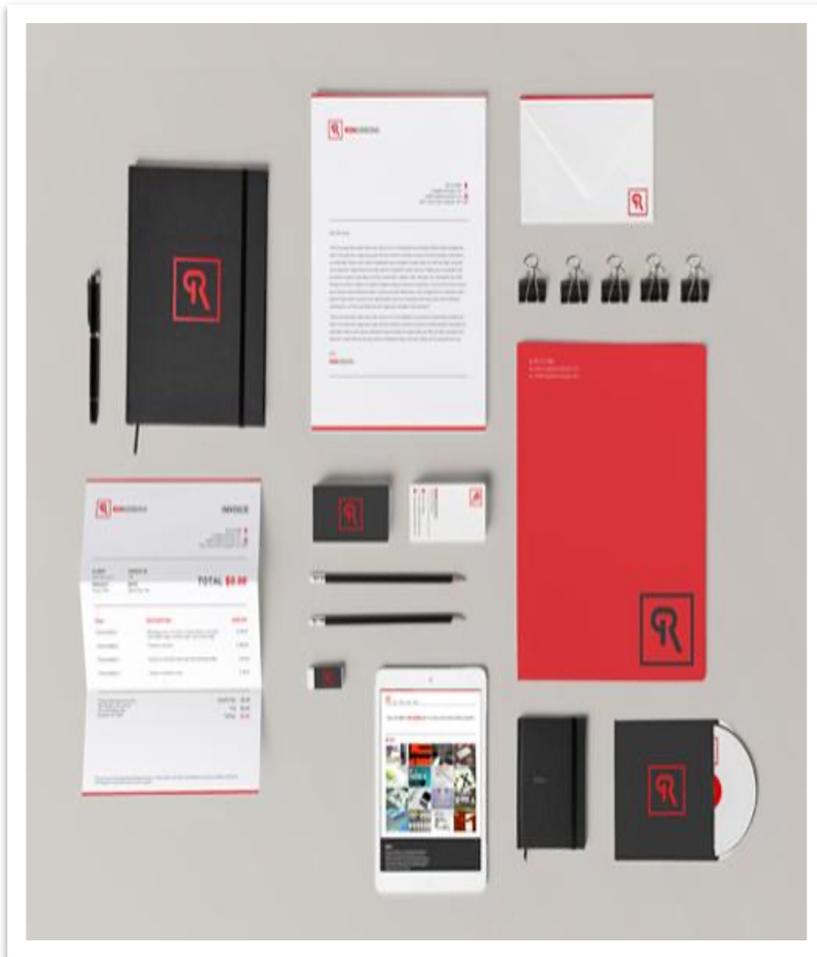
Routine Posting = Constant Reinforcement

Process, Step 4: Appearance

Consider the use of colors, fonts, sizes and symbols/graphics.



Process, Step 5: Final Package



Process, Throughout: Network, Network, Network!



80%
Rule

- Spend **80%** of your conversations focusing on whomever you are talking to and only **20%** on self-promotion.
- **Exposes the “hidden” job market**
- **Engage with others** – Be it on social media or in the real world, you have to build, strengthen and reinforce your brand identity as often as possible. Don't let people forget about you. Its not only who you know; its who knows you!

Discussion

1. What makes me stand out from my peers?
2. Who makes up a support system?
3. What's my why?



Branding Examples - Misses

before

after



Visually unappealing and hard to look at, detracting from its original recognizable look.

weightwatchers



Uninspiring, boring new logo & rebranded its name!



Way too busy

Branding Examples - Hits



Emphasizes cost and convenience. Relatable models.

Creativity and fun



Consistency and Clarity - "The Arches"

Things to Keep In Mind

Why your content needs visuals:

ARTICLES WITH IMAGES GET

94%

MORE VIEWS THAN THOSE WITHOUT



40%

OF PEOPLE RESPOND BETTER TO VISUAL CONTENT THAN JUST PLAIN TEXT.



44%

OF USERS ARE MORE LIKELY TO ENGAGE W BRANDS IF THEY POST PHOTOS



180%

posts with images produce 180% more engagement

60K

our brain processes visuals 60000 times faster than text.

65%

of us are visual learners

80%

of colored visuals increase people's desire to read content by 80%

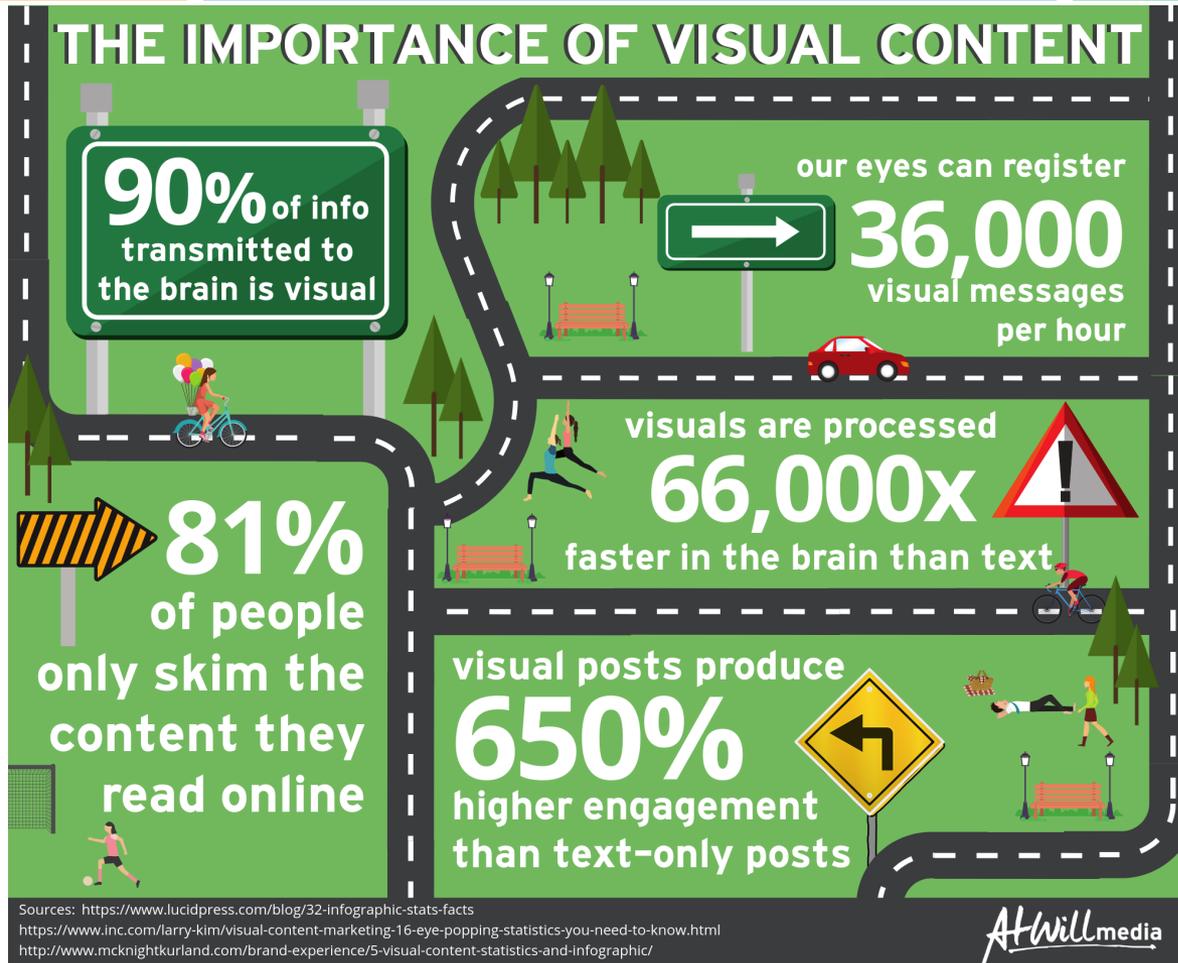
85%

of people are 85% more likely to buy your product after watching a video about it.

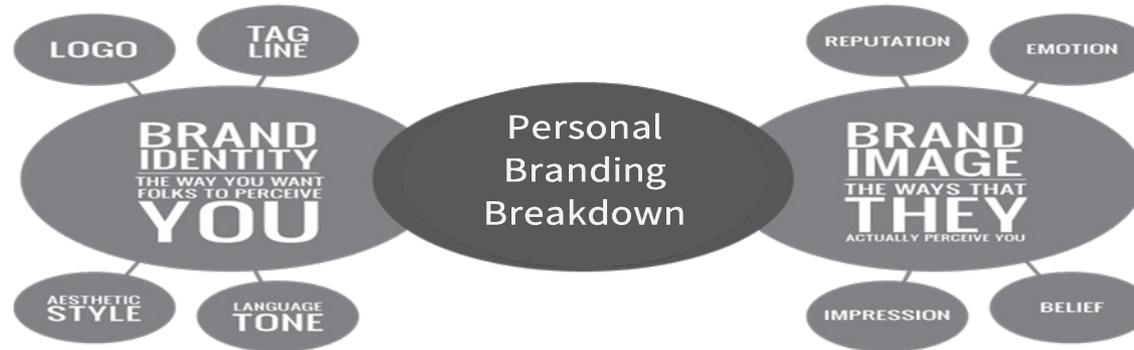
93%

of all communication is visual. This is why visuals attract our attention and affect our attitude.

Things to Keep In Mind



Putting It All Together



- Reach out to those in your network and be prepared to maintain your network as time goes on
- Remember, its about building relationships and be sure to reciprocate the offer to help
- Create a memorable “conversation starter” (speech)
- Be genuine and authentic

At Your Service

Monday-Friday, except state holidays

Telephone and Virtual Appointments Only

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(248) 276-1777

SOUTHFIELD

21415 Civic Center Drive, Suite 116
Southfield, MI 48076

(248) 796-4580

TROY

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Troy, MI 48083

(248) 823-5101

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