

# Marketing the Most Important Product of All: YOU

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# Agenda

- Define personal brand
- Explore components of building a personal brand
- Establish a personal brand
- Leverage your personal brand for successful career advancement



**spirit**<sup>®</sup>



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# Personal Brand

“A widely recognized and largely uniform perception of an individual based on their experience, expertise, actions, or achievements.”

# Poll Question

I have a good understanding of my personal brand.

# Brand Identity Components

- Interests & Values
- Value
- Authenticity
- Differentiation

# Interests & Values

- What do you like to do?
- What are you good at?
- What's important to you?
- What are your deal breakers?



# Value

- What value can your brand add to a company?
- How can you articulate that value in a meaningful way?

# Authenticity

- Be yourself
- Live your brand

**Today you are You,  
that is truer than true.  
There is no one alive  
who is Youer than You.  
Dr. Seuss**

# Differentiation

What separates you from other candidates?



# Break Out Session

Introduce yourself to your group

If you're comfortable, share the answer to one **red** question and one **blue** questions > > >

- What brings you joy?
- What do you excel at?
- What have others recognized you for?
- What lowers your engagement?
- Which responsibilities cause you to feel burned out?

# Poll Question

I have a sense of how to determine my personal brand.

# Leverage Your Personal Brand for Success

If you intend to remain with your current employer:

- Be vocal
- Leverage informational interviews
- Join ERGs/BRGs to expand your internal network

# Leverage Your Personal Brand for Success

If you intend to leave your current employer:

- Network
- Understand which roles, companies are a best fit for your brand
- Tailor your application
- Be prepared to interview

# Be Prepared to Interview

- Recap of work experience
- Have 6-8 STARs (Situation/Task, Action, **Result**)
- Identify competencies
- Learn to decode interview questions
- Be ready for: Strengths/Opportunities, Why here?
- Questions for the interviewer
- Have an agenda



When it's right, it's right.

# Q & A