



The Center for Career & Professional Development

careercenter.lehigh.edu | 610-758-3710



Identifying Personal Brand

Karen Kuczynski, The Center for Career & Professional Development

Goals for Session

- 1) Identify your unique skills/strengths and personal values.
- 2) Develop a personal goal and who you want to serve.
- 3) How to position your brand in your target market.

What is personal brand?

Tom Peters “The Brand Called You” Fast Company, 1997

Start right now: as of this moment you’re going to think of yourself differently! You’re not an “employee” of General Motors, you’re not a “staffer” at General Mills, you’re not a “worker” at General Electric or a “human resource” at General Dynamics (ooops, it’s gone!). Forget the Generals! You don’t “belong to” any company for life, and your chief affiliation isn’t to any particular “function.” You’re not defined by your job title and you’re not confined by your job description.

Starting today you are a brand.

Skills & Strengths

- What are the strengths that others acknowledge in me?
- When working on a team, what roles do I seek to fulfil?
- What was the most successful project I ever tackled and what made me successful?
- What comes naturally to me?
- What do I enjoy doing?

Values

“Living coherently doesn't mean everything is in perfect order all the time. It means you are living in alignment with your values and have not sacrificed your integrity along the way.”

— **Bill Burnett, Designing Your Life: Build a Life that Works for You**

Goal

Develop a goal -
*Who is it you want to
serve?*

Target Market

What organizations align
with your goal?

[Buzzfile.com](https://www.buzzfile.com)

[LinkedIn](https://www.linkedin.com)

Networking

Start talking about your goal and
test it in your target market.

i.e. Informational Interview

Branding Tools

- Pitch
 1. Introduce yourself - what you do
 2. What makes you unique - expertise
 3. What are your goals - your vision
 4. What you can offer - the hook
- Bio
- Resume
- Cover Letter
- LinkedIn Profile

Deep Dive

- [Personal Branding PwC](#)
- **Designing your Life** - *a book that shows you how to build—design—a life you can thrive in, at any age or stage*
- **Simon Sinek** - *Start with Why and Find your Why*
- **Themuse.com** - resumes, interviewing, LinkedIn
- **Buzzfile.com** - company database