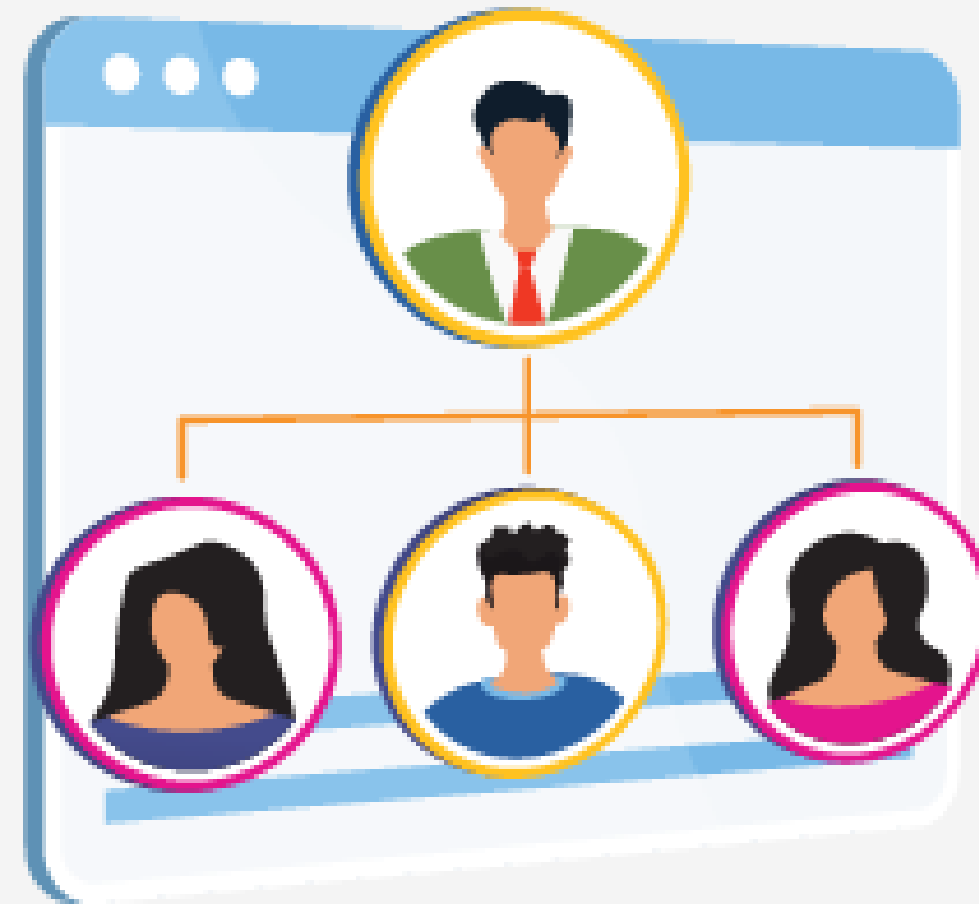


EXECUTIVE PRESENCE



WHAT IS THE EP CODE?

- How you act (gravitas)
- How you speak (communication)
- How you look (appearance)





“The art of marketing is the art of brand building. If you are not a brand, you are a commodity.”

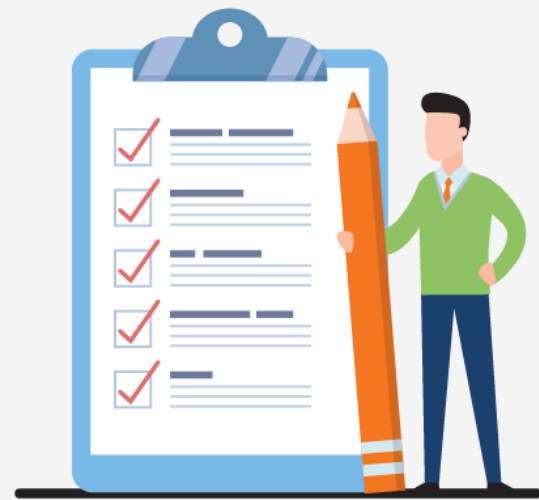
STEPS FOR BRANDING



DEFINING YOUR BRAND



Without understanding the skills you need
and want to promote, you cannot establish
your niche in the marketplace



Write down your top 3 skills that you wish to promote.

SELF ASSESSMENT TOOLS

1. Myers-Briggs Test
2. Strong Interest Inventory
3. Career Beliefs Inventory
4. Values Assessment
(www.myplan.com)
5. Kiersey Temperament Sorter

Criterion

1. Personality Profiler
2. Leadership Assessment
3. Remote working assessment
4. Corporate Communication
5. Emotional Intelligence

POSITIONING YOUR BRAND

- Does your brand compliment your desired career path?
- What are your customers looking for?



QUALITY

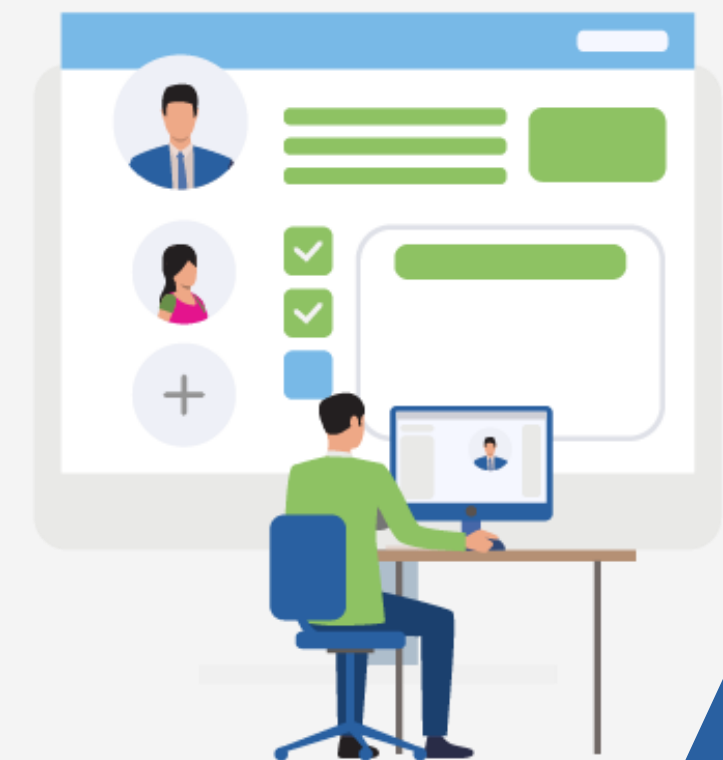
CONSISTENCY

VALUE



BRAND STATEMENT

- How do you describe what you are and what you do without using lingo or jargon that sounds boring?
- How do you serve your customers, gearing your message to reflect their needs?
- How are you helping your customers solve their problems?
- What is one recent success story, - again, showing concrete examples



I am a software skills trainer. I work with my customers to fully understand their needs, and design customized software training to address those needs.

Many of my customers require training for employees with limited computer proficiency, and I make sure that the training I deliver is targeted directly at their skill level.

For example, last month a client needed Excel training for a group of administrative assistants who were experienced only with Microsoft Word. I created a module appropriate for their level of knowledge and adapted the tasks that they needed to learn to perform.

The client called me two weeks ago to tell me that every person I trained is now productively using Excel.

BUILDING BRAND AWARENESS

- Resume
- Social Media

PROCESS OF
NEEDS
ANALYSIS



CAREER BRANDING TRENDS

IN	OUT
CONTEMPORARY RESUME BRANDS	STANDARD CHRONOLOGICAL RESUME
USING SOCIAL MEDIA EFFECTIVELY	IGNORING SOCIAL MEDIA PRESENCE
CUSTOMIZING TO CUSTOMERS	ONE SIZE FITS ALL APPROACH

RESUME FORMAT

- ☐ Skill based
- ☐ Accomplishment based

Outcomes and results are everything to a prospective employer, and you must show that you are outcome driven.

THANK YOU!

SUMMARY

- The Art of Brand Building
- Steps for Branding
- Brand definition
- Self Assessment Tools
- Brand Positioning
- Brand Statement
- Career Branding Trends
- Resume as a Marketing tool