Professional Connections - How to Create and Leverage Your Brand

CURTIN CAREERS, EMPLOYMENT & LEADERSHIP SERVICES

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Learning Objectives

✔ **Career Planning**
  • Understand how this is important in designing your job search support documents

✔ **Personal Branding**
  • Understanding the importance of your individual message
  • Identifying your unique selling points
  • Learning how to build your brand consistently

✔ **Using your Personal Brand – Intro to LinkedIn**
  • Understanding the importance of your individual message

✔ **Signposting to further Help**
Introduce yourself to the person sitting next to you and ask them....

Share:
If you were tasked with making an advert for your skills, what would you emphasise?
TODAY – Personal Branding

... Build Connections

ACTIVITY 1: Career Motivation, What Drives You

What do you want from a job?
- Autonomy / freedom?
- Sense of purpose?
- Stability & security?
- Enterprise
- Balanced lifestyle?
- Expertise & challenge?
- Reward & recognition?
- Authority & influence?
ACTIVITY 2: Career Motivation - Values alignment

• Select 2 random values cards
  – Yes/No for you
• Discuss/share with others
• Negotiate a swap
  – if you can 😊
• Alternative – lucky dip swap
• Regroup for discussion ...

Environment – What type of working environment energises you?

• Pressurised
• Challenging
• Steady routine
• Unstressed atmosphere
• Working outdoors
• Home-based
• Office-based
• Well structured
• Project-based
• Analytical
• Team-oriented
• Independent
• Travel opportunities
• Practical / hands-on
• Working with data / information / detail
• Ideas / creativity

OTHER RESOURCES for Further Exploration
• http://www.viacharacter.org/www/Character-Strengths-Survey
• https://www.careerexplorer.com/
Other considerations:

What are your signature strengths?

- Undertake the ‘Who am I?’ online module
  [https://challenge.curtin.edu.au](https://challenge.curtin.edu.au)

Are you:

- Cautious?  Goal orientated?
- Determined?  Creative?
- Outgoing?  Organiser?
- Caring?  Leader?
- Cooperative?  Conscientious?
- Analytical?  Adaptable?

If you understand your signature strengths and are then able to use these signature strengths in a job, you should enjoy your work more.

Organisation

What type of organisation would you ideally like to work in?

- Voluntary / not-for-profit
- Community-based
- Public sector
- Commercial
- Industrial
- Manufacturing
- Service
- Multinational

Are you changing direction, considering running your own business?

If so, what would that look like and who would you need to collaborate with?

Further Exploration? Other Questions to Consider:

1. When have you been most committed, passionate and enthusiastic?
2. When have you been most creative?
3. When have you been most sure of yourself and your decisions?
4. What do you consider to be your greatest accomplishment?
5. When have other people considered you to be most successful?
6. When have you enjoyed your work most?
7. What talents were you relying on, and using, in these situations?
8. What would you take a very strong stand?
9. What about the world puzzles or disturbs you that you could make an impact on?
10. What jobs do you like to do at work when you have a choice?
11. What activities are you drawn towards out of work?
12. If money were no concern, what would you be doing?

Brainstorm each of these questions, and then use your answers to identify the top 3 talents that you most use when you’re successful. Rank these in order. Source: [https://www.mindtools.com/pages/article/newCDV_97.htm](https://www.mindtools.com/pages/article/newCDV_97.htm)
Personal Branding

**Experience**
- Skills
- Ability
- Communication
- Personality

**Values**
- Beliefs
- Personality

**Personal Branding**
- PhD
  - Academic Career – Research and Teaching
  - Options Using Professional Experience and skills
    - Academic subject
    - Professional researcher
    - Specific PhD research
  - Total change Career unrelated to PhD and/or academic background
    - Using generic employability skills

- **Academic brand**
- **Research/Specialist brand**
- **Industry/Commercial brand**
Personal Branding

• Understanding the importance of your individual message
• Identifying your unique selling points
• Learning how to build your brand consistently

Personal Branding

• Two Chefs: But very different Brands

• All scientists: But how would each of them describe themselves and what they do?

Professional Connections – How to create and Leverage your brand
• Friday 5th July
For more – Come along next week
Think of 3 Unique Selling Points (USPs) which describe you and put them into a short paragraph that you could learn and reel off naturally when asked about yourself

- Intro
- About you, and what you bring to the table
- Add a sentence to explain what you’re looking for

Example: NETWORKING/INFORMATIONAL INTERVIEW
My name …… is I’m a Business PhD student from Curtin University. My area of specialisation is business analytics and I also have experience in health informatics and health care finance. Helping organisations to plan, analyse, and report management outcomes by using sophisticated technology is my passion. I’m looking for some tips on how to make the transition from research degree into a health service.”

ACTIVITY 3: Develop your 30 second introduction
How would you describe yourself and what you do?

ACTIVITY 4: SPEED NETWORKING
Using your 30 second commercial

Create 2 lines across the room
You have 30 seconds each to share your introductions with each other. You then need to share one thing with them that you really heard and liked.

When the bell rings, move along by one person … to meet someone new…. Repeat…. Until we run out of time... 😊
https://www.youtube.com/watch?v=0a0Vm0zHFh0

What are Your Product Features?

- Strong verbal and written communicator
- Results Orientated
- Organisation and planning skills
- Entrepreneurial
- Innovative
- Strong cultural awareness

Target Audience?

Types of employers
- State, local or federal government
- Not for Profit/ NGO's
- Consultancy
- Large Multinational Organisations
- Freelance
- Global Enterprise

Industry bodies/ Professional Associations
Key Influences in your profession
Industry mentors

Marketing Outputs?
Brand Emotions

The Importance Of Brand Emotions

What reasons do people give for their emotional brand connections?

- They make them feel:
  - Like they care about people like me: 65%
  - Like they are making a positive difference in the world: 65%
  - Like they get me: 45%
  - Like the company is run by people like me: 42%
  - Special: 34%
  - Excited about the future: 33%
  - More confident: 30%
  - True to myself: 30%
  - Like a better person: 26%
  - Like laughing and having a sense of humor: 24%
  - Connected to my family or friends: 19%
  - Pampered: 19%
  - Better about something I’m worried about: 19%
  - Like they care about my kids: 14%

Source: https://www.customerthermometer.com/consumers-connecting-with-companies/

Brand Emotions

The most common approaches taken by organisations reaching out to an audience in order to generate this level of emotions are:

- **We are the same:**
  Your personality reassures your audience that they are the same as you. You bring a sense of belonging and togetherness.
  Through establishing a common understanding your brand audience feel you share the same emotions.

- **You can be me:**
  Your personality represents everything your audience aspires to be.
  Through the alignment of your brand audience feel like they have arrived at their idea of success.

- **I can guide you:**
  Your personality represents safety and wisdom.
  You acknowledge the challenges your audience may face but your reassurance will guide them on the path to safety. You are trustworthy and steadfast.

- **You can be great:**
  Your personality inspires your audience to believe in themselves so they can achieve what they want in life. Your communication and personality is motivating.

The Power Of A Strong Personal Brand

Brand Emotions – “You Can Be Me”

“At the end of the day people won’t remember what you said or did, they will remember how you made them feel.”

Maya Angelou

Source: https://www.harpersbazaar.com/celebrity/latest/a19862128/meghan-markle-o-roton-bag/

Archetypes and Your Personal Brand

Using Archetypes:
- Infuse meaning into brands and are naturally true and authentic
- Synonymous with personality
- Based on the 12 personality types system created by Carl Jung

Why Use Archetypes?
It is only brands that connect on a human level that generate a high level of affection.

Archetypes:
- Connect people on a human level and represent our main human desires developing a personality. They can therefore evoke strong, deep emotions that everyone can connect to and appreciate.
- Stir emotions like powerful brands based on their personalities and characteristics. They capture imagination and people worldwide.
- Can become icons and capture the imagination of their audience. They can tap into something deep within us.

By applying them to your personal brand your product features aligned to your target audience will be more attractive. https://www.youtube.com/watch?v=KbmWU75Y0M
The Archetypes

The 12 Archetypes

Human Desires Match With A Specific Archetype:

- The Innocent – Safety
- Explorer – Freedom
- Sage – Understanding
- Hero – Mastery
- Outlaw – Liberation
- Magician – Power
- Everyman – Belonging
- Lover – Intimacy
- Jester – Enjoyment
- Caregiver – Service
- Creator – Innovation
- Ruler – Control

Archetypes in Advertising

Why do we use them in advertising? Universal needs

To tap into the collective unconscious by appealing to universal human needs... even if we’re talking about hair care

- the need for understanding
- the need for power
- the need for belonging
- the need for enjoyment
- the need for intimacy

Living Proof
- Living Proof
  - Our scientists promise you a good hair day, every day

Magician
- Nexus
  - Products like the Youth Renewal Elixir promise powerful transformation

Everyman
- Tresemme
  - Professional, affordable - accessible products

Jester
- Aussie
  - Add some Roo to your do. A purple kangaroo is the brand icon

Lover
- Fekkai
  - The most privileged hair in the world. suggestive imagery

Taken from: A brief overview of Archetypes from The Hero and the Outlaw by Margaret Mark
Archetypes in Advertising

They also help to differentiate in a category of products – helps you make a decision when faced with many similar options

![Kit Kat Ad](image)

Deciding factor - Everyone needs a break

Discovering Your Archetype - Quiz

Select 20 statements that feel most relevant to your personality, strengths and behaviours.

Each statement has a corresponding letter.

- Rank which 3 letters appear most in your chosen 20.
  
  The letters will correspond to an archetype on the reverse page.

- Identify your top 3 archetypes and read the profile for each one.

- Select the 1 that feels the most natural fit for you.

- Select an industry archetype
  Is this the same / different to your natural brand archetype?
Linking Archetypes to Professions

Nurse
The Nurturer

Professor
The Thinker

Designer
The Creator

Creating a Your Personal Brand Statement

Nurse
Playful Nurturer (Jester/Nurturer)
“Working in a hospital can be an extremely stressful and sometimes upsetting environment. My naturally bubbly nature helps me to build rapport with my patients, their families and my colleagues. I work hard to build a fun culture within my team to ensure the work environment remains positive and supportive whilst being sensitive to my patients’ needs.”

Financial Advisor
The Adventurous Intellect (Explorer/Thinker)
“My experience with a diverse range of clients has given me an understanding of how necessary unique solutions are. Whilst I assure effective and reliable approaches, I am committed to finding fresh financial solutions that work for individuals. I enjoy being innovative and developing plans to fit my client’s goals and lifestyle.”

Architect
The Creative Outlaw (Creator/Rebel)
“I pride myself on effectively pushing boundaries to create outstanding solutions for my clients. I thoroughly enjoy design challenges. My bold approach was recognised when I was awarded the 2013 Emerging Architects Prize in the Australian Achievement in Architecture Awards.”
ACTIVITY: Develop Your Brand Archetype Statement

Step 1 - In your activity sheet provide an example of a time when you behaved as your archetype in a work / professional setting.

For example:
Behaving as the creator:
“I contributed to a group assignment by providing unique perspectives or ideas”.

Step 2 – Explain what your role was and what you achieved using this brand archetype
For example:
Behaving as the creator:
“Proactively championed new ideas, resulting in the group being given a high distinction” or
“Provided alternative perspectives during brainstorming activity and developed an innovative approach”.

Brand Archetype Colour Palette

[Image of color palette]

ADDITIONAL RESOURCE:
https://www.youtube.com/watch?v=XDoJoPavchc
Adapting Your Brand Archetype for Job Applications

In your Career Summary / Profile
• 1-2 sentence personalised statement of your career direction and what you have to offer

Responding to Selection Criteria
• Demonstrating your skills/ strengths

Job Interview Responses
• Evidence of suitability, personal skills, link to interests and co-curricular activities

Creating Your LinkedIn Profile and Activity
• Demonstrate passions and causes, headline, summary, groups, recommendations

- Thinker/ Creator
- Magician / Nurturer
- Jester / Everyman
- Thinker/ Leader
- Rebel/ Creator
- Leader/Everyman
How Can You Ensure That You Have a Positive Digital Footprint?

- Use a professional email address
- Google yourself – see what comes up
- Consider your online connections/associations
- Review your privacy settings
- Consider the photos you post online
- Consider the language that you use on your social media

Managing Your Personal Brand
Think of 3 Unique Selling Points (USPs) which describe you and put them into a short paragraph that you can memorize and reel off naturally when asked about you.

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MORE RESOURCES & SUPPORT

- Check out our online modules on Careers Illuminate Challenge: challenge.curtin.edu.au

- Register to attend Careers and Employer events and workshops: unihub.curtin.edu.au

- Visit UniHub to see all Careers and Employment resources

- Have your LinkedIn, Resume and job applications reviewed by a Careers Officer in Building 102
QUESTIONS?

DROP IN
Career Advice & Job Application Support
No appointment necessary
Building 102 Curtin Connect
Bentley Campus
8.45am - 5pm
Mon - Fri

CONTACT
ph. (08) 9266 7802
e. careers@curtin.edu.au

SEARCH
Find jobs, news and events exclusive to Curtin students
umihub.curtin.edu.au

CONNECT
Stay in touch online:

www.careersfortomorrow.com.au
ACTIVITY 1: Career Health Check
(Give yourself 1 point for each ‘Yes’)

1) I have a part time/casual job
2) I have directly relevant work experience through placements, work shadowing, internships etc. to the job that I want to do
3) I have voluntary work experience
4) I have engaged in extra-curricular activities i.e. student clubs, coaching, community groups/projects
5) I have a well prepared and tailored resume that sells me to my full potential
6) I know exactly what employers are looking for at job interviews and how to ace them
7) I know how to look for jobs that aren’t advertised in newspapers or websites
8) I have a well-developed digital footprint i.e. LinkedIn, Twitter, Facebook
9) I know what I want to do and where I want to be when I graduate from Curtin
10) I am confident in my knowledge of appropriate workplace behaviour i.e. tone of emails, disclosure of information, managing meetings etc
Career Health Check - Results

0-3 Employability ICU required
Don't worry! It's not too late, the session today will really help you pick up some more yes's. Plus, Careers, Employment & Leadership can get you going on the right path to filling some of the gaps.

4-7 Employability check-up suggested
Sounds as if there may be a couple of things that could be fine-tuned to aid your employability conquest. Today's session could be just the ticket.

8-10 Employability fine tuning complete
Off you go! You are pretty much employability ready so feel free to share your experiences during the workshop today! But if at any point some extra assistance is required, contact the Careers, Employment & Leadership.

PLUS – Curtin Careers, Employment & Leadership can assist you for up to 12 months after you graduate & our services are FREE

LIFETIME MOBILITY

5 CAREERS
15 HOMES
17 JOBS

IN A LIFETIME*

*Projection forecast
ABS, Income 2015

Careers x3 (4th Qualified)
Types of roles x11
TRANSFERRABLE SKILLS

When a person trains or works in one job, they acquire skills for 13 other jobs, on average.