

THE IMPORTANCE OF PERSONAL BRANDING

How to enter the evolving Job Market creating your Personal Branding



WHY IS IT IMPORTANT?

Is the reason why you are chosen among many people

Personal branding is the process by which individuals differentiate themselves by identifying and articulating their unique value proposition and then leveraging it across platforms with a consistent message and image to achieve a specific goal.

PERSONAL BRANDING DIMENSIONS



Web Reputation

LinkedIn profile, publications and content on social media, social media profiles



Curriculum Vitae

The marketplace will initially know you from your CV



Job Interview

There is not a second choice to make a good first impression

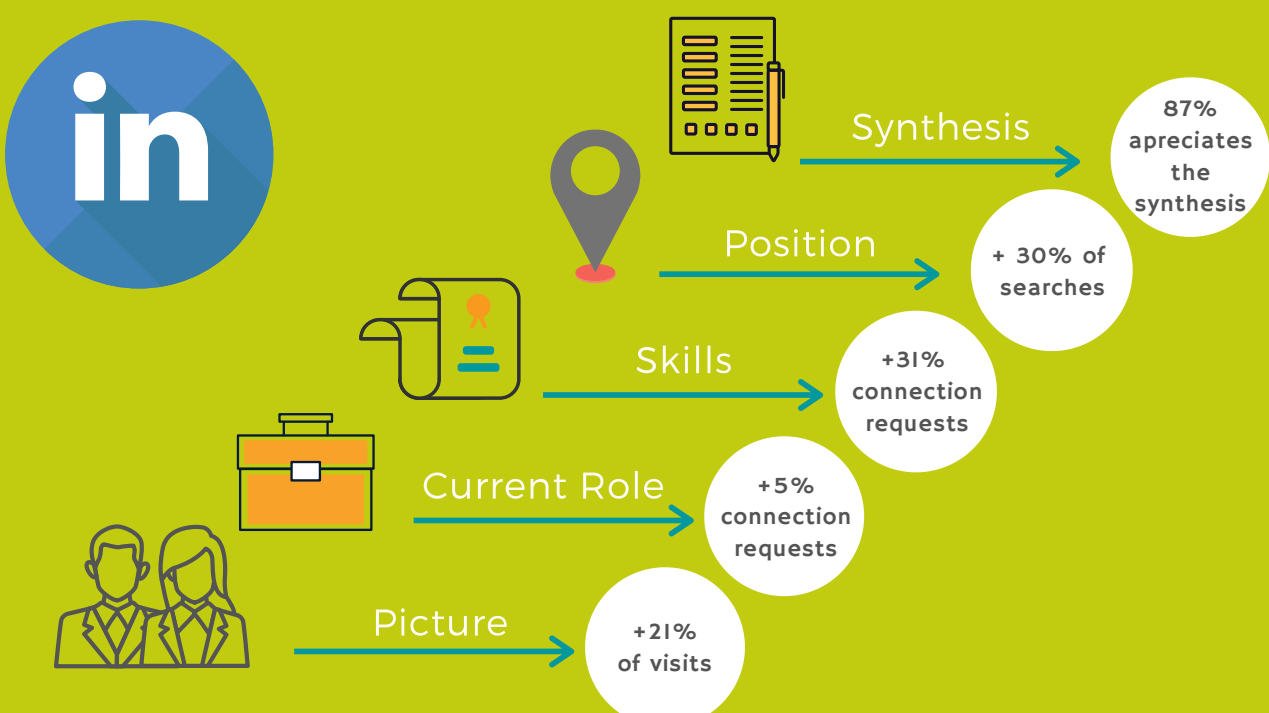
PERSONAL BRANDING STRATEGY

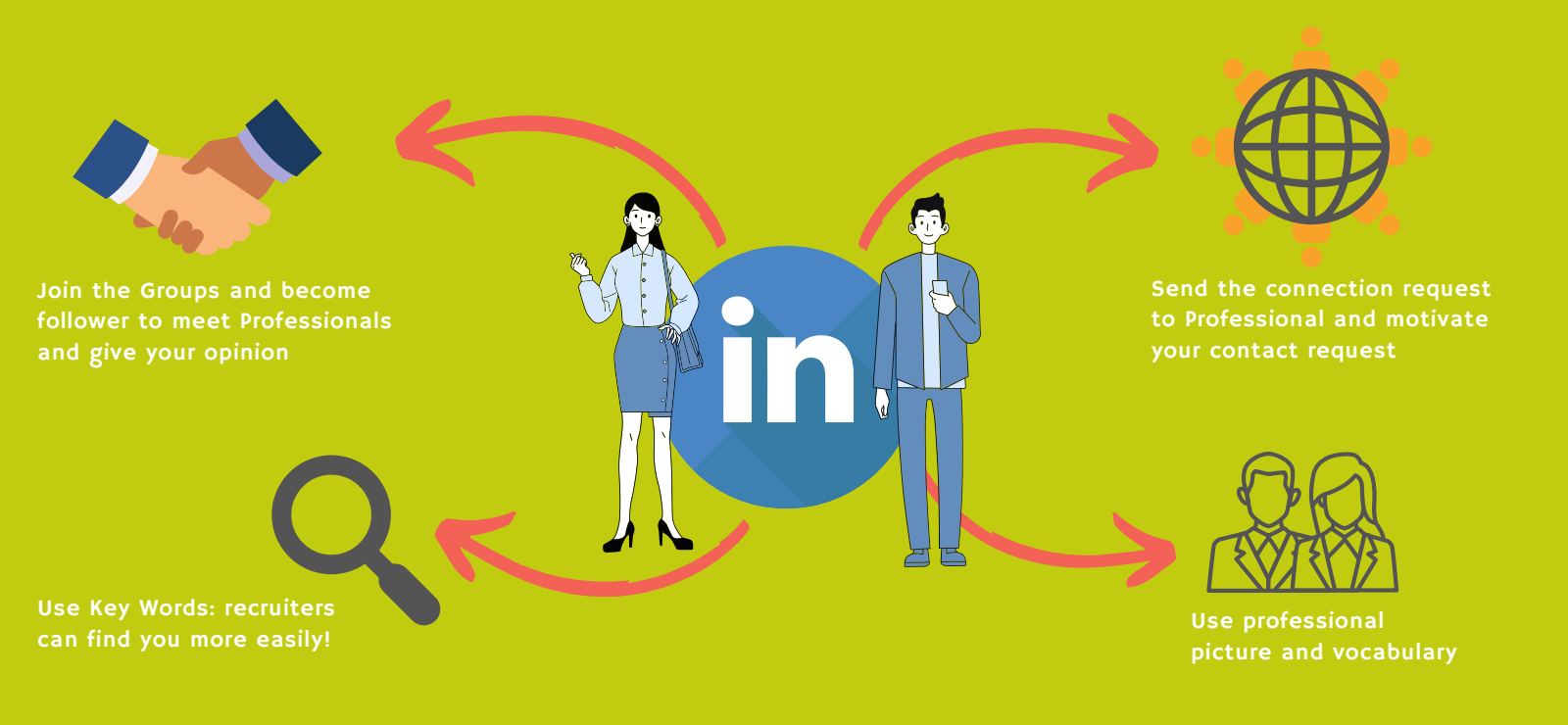
The Swot Analysis



WEB REPUTATION

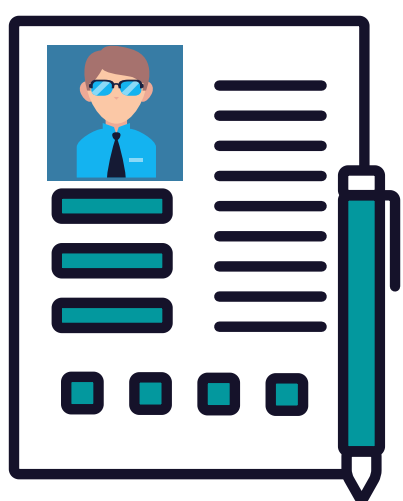
Improve your LinkedIn profile effectiveness





CURRICULUM VITAE

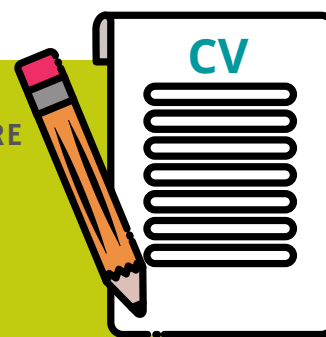
How to do?



- **Be different:** choose a graphically original template
- **Be concise:** the resume must never exceed 2 pages
- **Be focused:** ask yourself what the company is looking for. Don't send the same resume to everybody
- **Be accurate:** take care of graphics & spelling in order to read it easily



Contents



PRIVACY

- Personal data and contact details
- Consent to data treatment



PROFILE PICTURE

- Recent
- Professional



PROFESSIONAL EXPERIENCE

- From the most recent
- Employer
- Duration
- Role
- Key activities & responsibilities



ABOUT YOU

- 4-5 lines
- Who you are
- Interest for the position



ACADEMIC BACKGROUND

- From the most recent title
- Year of graduation and institution
- Grade



HOBBIES

- They talk about you
- Are they useful for your professional experience?



EXTRA

- Publications
- References



KEY SKILLS & CERTIFICATIONS

- Linguistic, Informatic, Technical, Organizational, Personal
- Few but strong and consistent with the position

JOB INTERVIEW

Make a good first impression with our best practices!



INFORMATIONS

Collect information about the Company and the person you will meet

PREPARATION

Study your resume and focus on goals and successes reached

QUESTIONS

Prepare yourself to answer the most frequent questions

PRACTICE

Training to express sintetically what you want to say

JOB POSTING

Re-read the job posting to remember activities and requirements

What to do during a Job Interview?



FIRST IMPRESSION

Collect information about the Company and the person you will meet



LISTEN

Listen carefully to the questions without interrupting



ASK QUESTIONS

To gather all the informations you need to understand the role



STORYTELLING

Be concrete with specific examples and goals, and also evocative with your speaking



BE YOURSELF

Do not pretend to be another person