

CSB/SJU JOB SEARCH SERIES

Marketing Yourself

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Presenters:

Rich Faber '82 VP and CFO Vision-Ease

Tim Lebens '89 EVP Partners and Hunt Creative

Mark Richards '85 CFO for Early-Stage Firms
and Job Search Blogger: www.candidateschair.com

Judy Zimmer '85 Certified Effectiveness Coach
and Consultant Advocate for SALO,LLC

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AGENDA

8:00am – 9:30am

4 THINGS YOU CAN DO TO MAKE YOURSELF MORE MARKETABLE

- WHAT IS A BRAND?
- CREATING YOUR PERSONAL BRAND
- CREATING VISIBILITY
- MAXIMISING YOUR BRAND

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Purpose

To create an interactive networking event focused on brand identity. Take aways:

- Branding is an ongoing activity
- If you are looking for a job, it's important to understand your brand
- Branding and networking can be hard work
- Luck is created

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What is a brand?

Tim Lebens, Executive Vice President Strategy &
Business Development

Partners & Hunt Creative Group

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Google™



BOSE™

Why Branding?



The Ultimate
Driving Machine®



eBay®



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What is a Brand?

- Hard to define
- About thoughts, feelings, perceptions
- Has both functional and emotional benefits

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What is a Brand?

Functional Benefits:

- What the brand does:
 - Whitens whites, goes faster, etc.

Emotional Benefits:

- How the brand makes you feel:
 - Cool, sexy, smart, protected, etc.

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What principles govern and guide branding?

- **Recognition**
- **Consistency**
- **Emotion**
- **Uniqueness**
- **Adaptability**
- **Management**
- **Seek out insights**
- **Integrate local intelligence**

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Recognition

- Well-performing brands enjoy awareness among consumers and opinion leaders.
- These brands lead their industry.
- Car aficionados, reviewers, and loyal customers laud it with equal enthusiasm.
- Symbolizes 'performance' in engineering and design.



The Ultimate Driving Machine®

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Consistency

- Best brands achieve a high degree of consistency in visual, verbal, auditory and tactile identity across geographies.
- They deliver a consistent customer experience, often supported by an integrated, marketing effort.



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Emotion

- A brand is not a brand unless it competes along emotional dimensions.
- It must symbolize a promise that people believe it can deliver and one they desire to be part of.
- This allows brands to achieve the loyalty of consumers by tapping into human values and aspirations.
- How the customer feels when wearing and performing in Nike gear.



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Uniqueness

- Great brands represent great ideas.
- These brands express the uniqueness of position to all.
- Apple is embedded tangibly and emotionally in their consumers' habits and practices.
- A way of life!



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Keeping Brands Strong

- **Successful brands “evolve” over time**
 - To stay relevant and competitive
 - As lifestyles change
 - As new products raise expectations

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Jell-O was . . . A Dessert



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Jell-O Today . . . A Snack



Gelatin



Sundae Toppers



Pudding



Pudding Bites



Exercise #1

- 1. What 3 words describe your brand?**
- 2. What do those 3 words mean to you?**
- 3. How can you incorporate your brand into the answer to the question,
“What type of work are you looking for?” or
“What type of work are you best at?”**

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Mark Richards

CFO for Early-stage firms

Reshare, Alvenda, Maximum Communications, EarthClean & Law Lizard

Job Search Blogger

www.candidateschair.com

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Creating Your Personal Brand

- A brand provides a ‘promise’
- People look for what they need (technical), but hire what they want (culture)
- Understanding your brand/promise
 - former colleagues, friends and family
 - Prior performance reviews/evaluations
- Every public facing communication must clearly present your brand

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What Personal Brands can provide

Recognition

People know who you are and what you represent

Consistency

Reinforces 'what people heard about you'

Emotion

Build a of attachment –
'That's the type of person
We want here!'

Uniqueness

People know the 3-4 key
skills you can consistently
deliver

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Exercise #2

- 1. What accomplishments can you reference that relate to your brand?**
- 2. Who is the target of your brand? Who places a value on your brand?**
- 3. What is unique about your brand? What have references said about you that makes you unique from other people?**

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Judy Zimmer

Certified Effectiveness Coach in Private Practice
and Consultant Advocate for SALO, LLC

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Establish Visibility

- Everyone has a GQ-Google Quotient. Choose a social network to align with and establish yourself. (LinkedIn, Plaxo, Twitter, etc.) Make sure that your brand is well established in your profile.
- Get out and make connections
- Join groups and attend networking meetings

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Exercise #3

- 1. What are you currently doing to create visibility for your brand?**
- 2. Given what you have learned today, what two things can you do to create greater visibility?**

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Rich Faber

VP & CFO at Vision-Ease Lens

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Maximizing Your Brand

- ***Do you have Brand Loyalty?***

Subtle

Does the brand have value – is it sustainable?

Yes to one brand by definition says no to another

Branding takes time

- ***Your Brand; is it really you?*** – (backpacking in Europe)

Authentic - DNA

Differentiated

Consistent

Is it you??

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Maximizing Your Brand

- ***Branding is a contact sport***

Relationships

Engagement

Quid pro quo

Bring something to the table

Good manners

- ***Promoting your Brand***

Be attractive not desperate

Good people make good employees

Make adjustments when necessary

Listen first

Be creative – Brands need to be exciting

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Maximizing Your Brand

- ***Brand enhancements***

Be alert to feedback – what is and is not said

Reflect on positions you don't get

Spend time in the desert – the payoffs are great

References

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Closing Comments

- Get involved
- Jobs come from connections via alum events, class committees, chapters, volunteering, etc.
- Watch for additional programming
 - Happy hour networking and business card swap Tuesday, Oct. 20
 - Follow-up seminar on networking and personal marketing in the fall

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