

## Most Frequently Asked Questions For Creating Your Professional Identity & Image

### Q. What is the difference between personal branding and marketing?

A. Personal branding is not about self-promotion, marketing tactics, or a sales pitch about your professional worth. Branding is about identifying your unique professional skill set and communicating those qualities in a clear and consistent way. Personal branding is what you build your self-promotion and identity program on.

### Q. How do I establish a personal brand?

Answer:

- 1) **Know Why** – Determine why you want to do what you do.
- 2) **Own the Differences** – Figure out what makes you unique and stand out for the right reasons.
- 3) **Find Your People** – Find the associations you have with others who can help you in your career.
- 4) **Explain Your Orbits** – Design a simple broad story about who you are in your outermost orbit. It is the first one people see so make sure the perception you are conveying is simple and specific without being too personal.
- 5) **Rearrange, Don't Rebuild** – Remember that you are trying to improve the clarity of your message, not trying to create a new one or live in someone else's ideal life.

### Q. Why is creating "Brand You" relevant?

A. Creating a "Brand You" helps you determine a **unique professional identity**, embrace your career path, and differentiates you from competition. It shows **authenticity**, earning trust and building credibility, which leads to a good reputation to build **power and influence**. Good credibility and reputation leads to a good **market value** to demonstrate your worth.

### Q. How do I create a Brand Strategy?

Answer:

- 1) **Develop Your Brand** – Determine your personal core values and be true and honest with yourself.
- 2) **Package Your Brand** – Recognize and accept the importance of professional image because first impressions are huge.
- 3) **Communicate Your Brand** – Share your great work with others through networks and affiliations.

### Q. How does personal branding aid with resume writing?

A. Without a doubt, resumes are important to the first meeting between you and the employer, and consequently important to first impressions. You have total control over the message you convey in a resume, so make a great first impression starting here. Personal branding will help you identify strengths and professional themes in performance success. Additional tips on resume writing can be found on the *Resume Writing* Portal Page.

### Q. How does personal branding relate to creating professional public image?

A. It takes most people you first meet about 30 seconds to 2 minutes to make a decision about you. What you wear conveys a message to others, so it is important to look your best when you go to work. Dress appropriately for the environment because it is a major reflection of your character and what you represent as an employee.

### Q. How can personal branding lead to a successful career?

A. A personal branding strategy will likely make it easier and faster to advance in your career. Create your own personal brand (identity and image) before others create one for you. Find methods to strategically communicate your brand to others.



**PERSONNEL COMMISSION**

Organizational Excellence Classified Training Branch

www.oetraining.net oetraining@lausd.net

Phone: 213-241-3440 Fax: 213-241-8450