

Developing a Personal Brand

Factsheet

The four key themes of personal branding

1 **Appearance** – how you present yourself: body language, clothing, posture; your email address and voicemails; what do people first notice?

2 **Abilities** – your strengths; what aspects of these stand out when you complete tasks?

3 **Personality** – your behaviours, how you communicate with others and your attitude.

4 **Difference** – how you stand out from the crowd. What drives and motivates you? What are your beliefs? What separates you from others? What do people remember about you?

Make first impressions count

Within the first minute of seeing you, a stranger will weigh up who you are based on your appearance and personality. This first impression is a defining moment, not only with a potential employer, but also in your social life. That's why it is so important to think carefully about how people perceive (see) you.

This factsheet has enabled you to think more carefully about how you start to identify, develop and present these positive themes into your personal brand. Think of it as how you package who you are; think about how you can show your strengths and how you communicate with others.

By strengthening these areas, you will build your confidence level and start to believe in your personal brand.

Using social networking to develop your personal brand

Remember that when you post anything online, you are not there to help interpret or explain what others see. Consider the following:

- Keep your personal life private.
- If you are technically minded, you may want to consider building your own webpage, where you have control over what you publish. Make sure that you keep the content up to date and coordinate what you put online; whether it is on social networking sites, such as Facebook, or your own personal website.
- Showcase your strengths and accomplishments; send out a positive image – again, make sure you keep this up to date.
- Make sure you use appropriate social media sites to help you display your personal brand to the people that matter and who can help you progress.
- Try to stand out from the crowd by using your personal brand and make a positive impression. Remember, by doing this you will improve your confidence because you are taking ownership of who you are.
- A brand is not static; make sure yours constantly develops by keeping an eye on where you want to go in your career and make sure that you identify clear goals and focus on achieving them.

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