

# *Step up to stand out*

## Your personal brand



## **Step up to stand out**

In today's marketplace, it's tough to stand out. Good grades and lots of extracurricular activities won't guarantee that you'll land the job of your dreams, or that you'll even land an interview. There are many qualified candidates out there. The secret to standing out is to impress recruiters with the unique and authentic you - in person, on paper, and online.



You need to create the impact that will make the true you shine and leave them wanting more. It all starts with building your personal brand.

## **Your personal brand matters**

Your brand is your reputation. It's about bringing *who* you are to *what* you do and *how* you do it. It's about making your mark by being yourself. Think of your personal brand as your calling card - your unique promise of value. It's what you're known for and how people experience you.

Delivering your brand clearly and consistently will create a memorable experience in the minds of those you interact with and can open doors to new opportunities.

## **Make your plan**

Showcasing your strengths and standing out from the crowd

### **Soar with your strengths**

People with strong brands are clear about who they are. They know and maximise their strengths. They get feedback from others to validate how others experience them.

### **Weaken your weaknesses**

Everyone has weaknesses. Even Superman has his Kryptonite! Weaknesses might simply be things that don't interest you, or areas where you haven't focused your energies. Actually *knowing* what those are will help you achieve your goals.

### **Tap into your values**

A good way to figure out what makes you tick is to look at your values. Think of them as your personal compass - they give direction to the choices you make and the way you behave.

### **Pursue your passions**

Your passions fuel your actions. When you integrate your passions into what you do, you're more engaged and can create a powerhouse of enthusiasm, engagement and inspiration for those around you.

### **Define your purpose**

'Why am I here?' Surely, like passions, this is an answer beyond the obvious. That's a question that you may grapple with and refine over a lifetime! And it is yours alone to discover and define.

## ***Interviewing***

Be authentic in your interactions so that you can make sure that the organisation you're pursuing is a good fit for you. Engage prospective employers with a story that shares who you are - not just a laundry list of what you've done.

Be genuine. Use emotion. Let your voice, demeanour and body language complete the picture of who you are.

## ***First Impressions***

It takes 7 seconds to make a first impression. Every detail counts, so remember your ABC's!

**Attire - Body Language - Communication**

Stand out. Get noticed. Be remembered.



## ***Elevator Pitch***

The secret to leaving a positive first impression is having a powerful introduction.

Be sure to practice and refine your pitch until it rolls off your tongue and doesn't sound forced or overdone.

## ***Make your mark***

Branding is a journey, not a destination - and each interaction is an opportunity to build your brand.

Be clear on what you want to be known for. Be compelling in how you share your story with others. **Be authentic. Be passionate. Be your best self.**

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