

Deloitte.



Personal Brand Skills Session

Workbook



First impressions

Review the names below. What impression do you think most people have of them? Why do you think they have this impression?

Donald Trump

What impression do you think most people have of this person?

What is it about their behaviour, clothing, or the work they do that gives people this impression?

Beyonce Knowles

What impression do you think most people have of this person?

What is it about their behaviour, clothing, or the work they do that gives people this impression?

RuPaul

What impression do you think most people have of this person?

What is it about their behaviour, clothing, or the work they do that gives people this impression?

Greta Thunberg

What impression do you think most people have of this person?

What is it about their behaviour, clothing, or the work they do that gives people this impression?

Mother Theresa

What impression do you think most people have of this person?

What is it about their behaviour, clothing, or the work they do that gives people this impression?

Stephen Hawking

What impression do you think most people have of this person?

What is it about their behaviour, clothing, or the work they do that gives people this impression?

Company branding

Review the names below. What impression do you think most people have of them? Why do you think they have this impression?

Company #1

What is the name of the company?

What impression do you have of this company?

How does their branding, values, behaviours, or work support this impression?

Company #2

What is the name of the company?

What impression do you have of this company?

How does their branding, values, behaviours, or work support this impression?

Your Personal Brand | Self-assessment

How well do you know your own personal brand?

Tick

- A Very well – I've been working on my personal brand for a while
 - B I have a fair understanding of what my personal brand should be
 - C I've just started to learn about my personal brand
 - D I'm not sure what my personal brand is just yet
 - E I haven't heard of a personal brand before
-

How would you describe your approach to networking?

Tick

- A I love networking and have perfected my elevator pitch
 - B I don't mind networking, but I'm not always sure how to do it
 - C I tend to avoid networking if I can, and don't know much about it
 - D I don't do any networking
 - E I'm not sure how to start networking
-

How easily can you identify and describe your skills and strengths?

Tick

- A Very easily – I know what I am good at and can explain to others
 - B Fairly easily – I know what I am good at but have some doubts
 - C Not easily – I struggle sharing my skills with others
 - D Not easily – I'm not sure what I am good at or how to share it
 - E I haven't given this any thought before
-

More questions on the next page...

Are you able to recognise personal branding in other people or companies?

Tick

- A Always – I have a good grasp of personal branding components
 - B Sometimes – I can describe a brand but not always how it works
 - C Rarely – I don't tend to notice personal branding efforts in others
 - D Never – I have never considered how others brand themselves
 - E I was unfamiliar with personal brands until today
-

How much effort do you put into networking and how others perceive you?

Tick

- A Lots of effort – it is important to manage how I am perceived
 - B Some effort – I try to be professional and hope for the best
 - C Almost no effort – I just do what comes naturally
 - D No effort – I lack confidence in this area
 - E I was unfamiliar with this topic until today
-

10 step guide

1. You
2. Your future
3. Your story
4. Your profile
5. Your audience
6. Your USP
7. Your impact
8. Your reputation
9. Your brand
10. Your reinvention

Match the step with the correct definition.

Definition:	What step does this refer to?
Where and how you share your brand	
Your overall perception – how you behave and act	
Your goals for the future	
Your past experience and your personal values	
Who you target with your brand	
How people remember you afterwards	
Your skills, strengths and qualities	
The thing that sets you apart from everyone else	
The impression you leave on others	
How you keep your brand fresh and up to date	

Skills and strengths review

My strengths

What are your professional and personal strengths? At what tasks do you particularly excel?

My skills

What technical or transferrable skills do you offer employers, customers, or colleagues?

How would others describe you?

How might an employer, teacher, or friend describe your personality and abilities?

My achievements

What past successes are you most proud of? What did you do that nobody else would have?

Future ambitions

Where do you see yourself in one year?

What are your goals and what do you need to do to get there?

Where do you want to be in five years?

What current skills should you highlight to get there?

Where do you see yourself in ten years?

What current experiences are helping to prepare you for this?

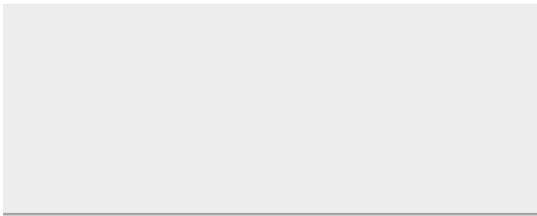
Which of your current strengths will be most useful for the future?

Why is this particular strength so useful?

Sharing your story

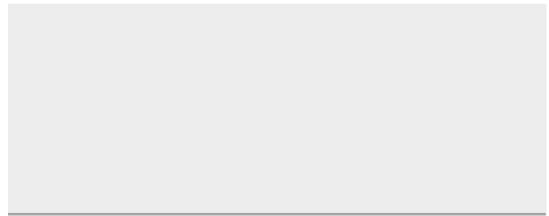
What are some of your proudest achievements to date?

Add three bullet points. You don't need to describe these in detail.



Which of the achievements above best demonstrate who you are as a person?

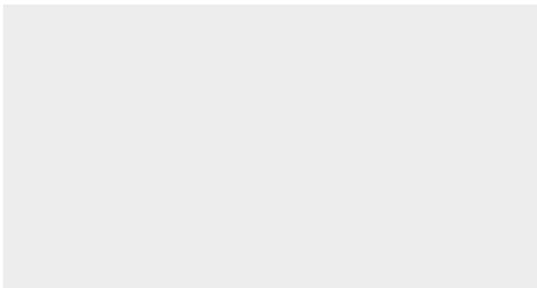
Think about the skills or personal values each story demonstrates



Now describe this story in more detail.

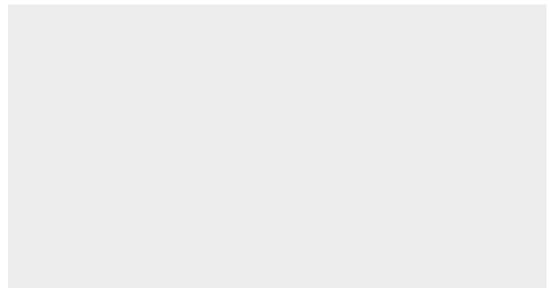
Situation

In what circumstances does this story take place?



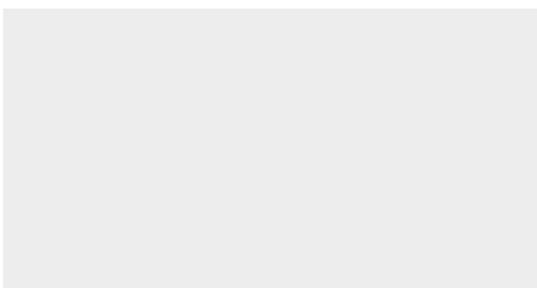
Task

What challenges did the situation present? What were you tasked with?



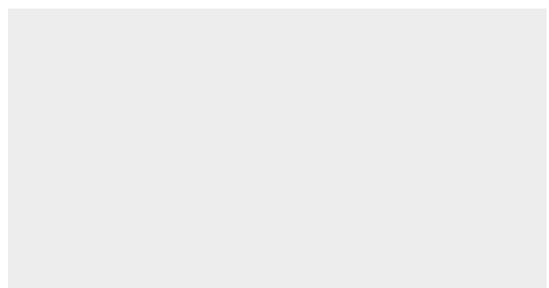
Action

What did you do next and why?



Result

What was the outcome?



Target audience

What sort of person could help you achieve your goals?

A new employer? A mentor? A senior leader?

What sort of work does this person do?

Do they work at a large company? Are they self-employed?

Where does this person look for new contacts or employees?

Search engines? LinkedIn? Twitter?

What sort of content would this person find interesting?

Statistical reports? First-person success stories? Creative multimedia content?

How much time does this person have for networking?

Does your language need to be short and to the point? Or will this persona appreciate attention to detail?

My USP

Recap:

What are your two top skills or strengths?

Recap:

What sort of work or behaviour do you value the most?

Recap:

What industry do you want to work in moving forward?

Now refine this information down into a single sentence. This sentence should include what you do, why you do it, and what you are good at.

My USP

E.g., "I connect small businesses with investors by creating unique animated pitch videos."

Elevator pitch

Make some notes for your elevator pitch below.

Who am I? (Skills, strengths, and experience)

A large, empty gray rectangular area intended for the user to write their notes on their skills, strengths, and experience.

Who was I? (Story, reputation)

A large, empty gray rectangular area intended for the user to write their notes on their story and reputation.

Who will I become? (future, values, reinvention)

A large, empty gray rectangular area intended for the user to write their notes on their future, values, and reinvention.

Self-assessment (2)

How well do you know your own personal brand?

Tick

- A Much better than before – I have a clear idea of next steps
 - B Better – I would like to do some more research
 - C No change – I already had a good idea of my personal brand
 - D Not very well, but I have some new ideas now
 - E Not well at all – I will use my notes to make a start
-

How would you describe your approach to networking?

Tick

- A I have lots of new stories and ideas to share with others
 - B I have stories to share and will not work on how to tell them
 - C I understand why it is important but I struggled to recall some stories to tell
 - D I am still unsure and will seek further development opportunities
-

How easily can you identify and describe your skills and strengths?

Tick

- A Much better than before – I have lots of new ideas
 - B A little better than before – I will ask somebody to help me identify more
 - C I could already easily identify my skills
 - D I still find it difficult to know what I am good at and will spend some more time thinking about this
-

Further links

Main Careers Site:

https://www2.deloitte.com/uk/en/careers/careers.html?icid=top_careers

Grad Programmes:

https://www2.deloitte.com/uk/en/pages/careers/articles/graduate-opportunities.html?icid=top_graduate-opportunities

SVS Programmes:

https://www2.deloitte.com/uk/en/pages/careers/articles/summer-vacation-scheme.html?icid=top_summer-vacation-scheme

Apprentice Programmes:

https://www2.deloitte.com/uk/en/pages/careers/articles/brightstart-business-apprenticeship-scheme.html?icid=top_brightstart-business-apprenticeship-scheme

Frequently asked questions:

<https://www2.deloitte.com/uk/en/pages/careers/articles/student-graduate-faqs.html>

Dot the Bot (ask a question):

<https://meetandengage.com/deloittestudenthelpdesk>