PERSONAL BRAND

- Pipeline for graduate jobs-

SHORT SUMMARY

1. Why it's important to create a strong personal brand for a graduate?

2. Key elements to be different - what is the story & who is listening?

3. Role of the school in the personal brand!

SHORT SUMMARY

1. Why it's important to create a strong personal brand for a graduate?

1. THE POINT OF DIFFERENCE : HOW TO STAND OUT FROM THE NORMAL “SHELF”

PERSONAL BRAND WILL **SELL**
BETTER THAN COMPETITION

PEOPLE MAKE DECISIONS ABOUT YOU BASED ON YOUR REPUTATION

BRANDING → MEMORABLE

SHORT SUMMARY

2. Key elements to be different – what is the story & who is listening?

2. KEY ELEMENTS TO BUILD THE PERSONAL BRAND

1. PRODUCT FEATURE

2. TARGET AUDIENCE

CREATE YOUR OWN MARKETING PLAN

PRODUCT FEATURES

- Different
- Original
- Visible
- Consistent
- Patient
- Helpful
- Responsible
- International

DO WE NEED ALL THOSE FEATURES?

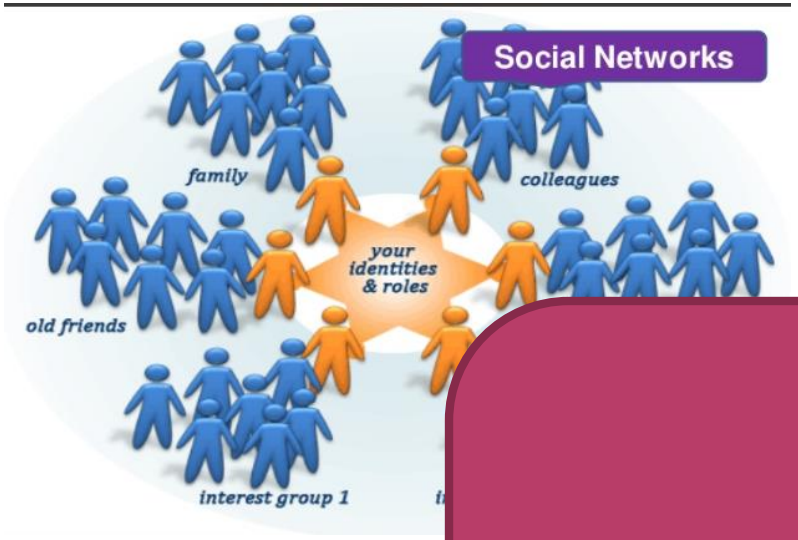
A good story → based on max. 3 product features

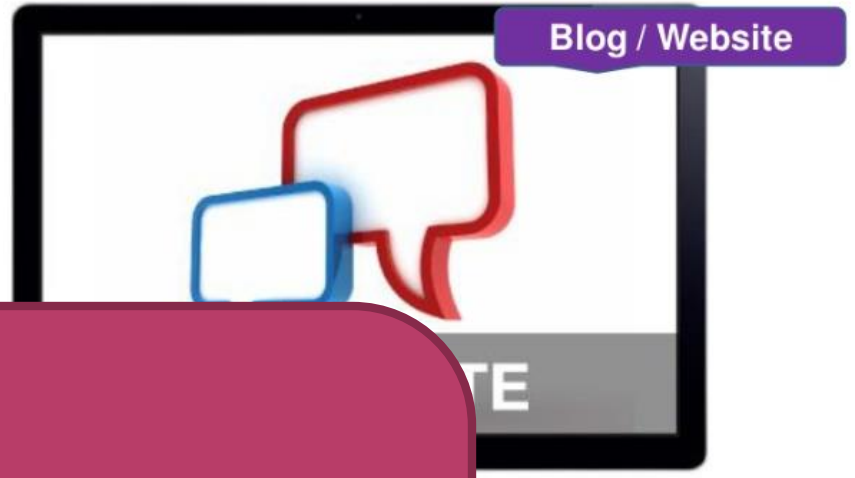
AN APPEALING STORY FOR THE RIGHT AUDIENCE

People don’t buy WHAT you DO, but WHY you DO it!

MEDIA STRATEGY FOR YOUR STORY

IF YOU CAN'T BE FOUND ONLINE, YOU DON'T EXIST.





PERSONAL BRANDING **is not**:

- Paper printed CV
- Business card
- Funny Facebook page

PROFESSIONAL ONLINE PLATFORMS

LinkedIn

To be used carefully!

SHORT SUMMARY

3. Role of the school in the personal branding!

SCHOOL - DRIVER OF EQUITY FOR THE GRADUATES

SCHOOL = MARKETING AGENCY FOR THE PERSONAL BRAND

Create awareness

Translate awareness to the graduates

International passport for future jobs

SCHOOL = MARKETING AGENCY FOR THE PERSONAL BRAND

Get the companies consideration

Companies address graduates based on what they know about the school

SCHOOL – make the difference with the communication plan

Translate knowledge to the graduates

- HELP graduates KNOW themselves better
- DEVELOP their strenghts
- HELP graduates KNOW the MARKET
- MAKE them discover the master ART of NETWORKING
- CONTINUE to CREATE VALUE for the next graduate generations

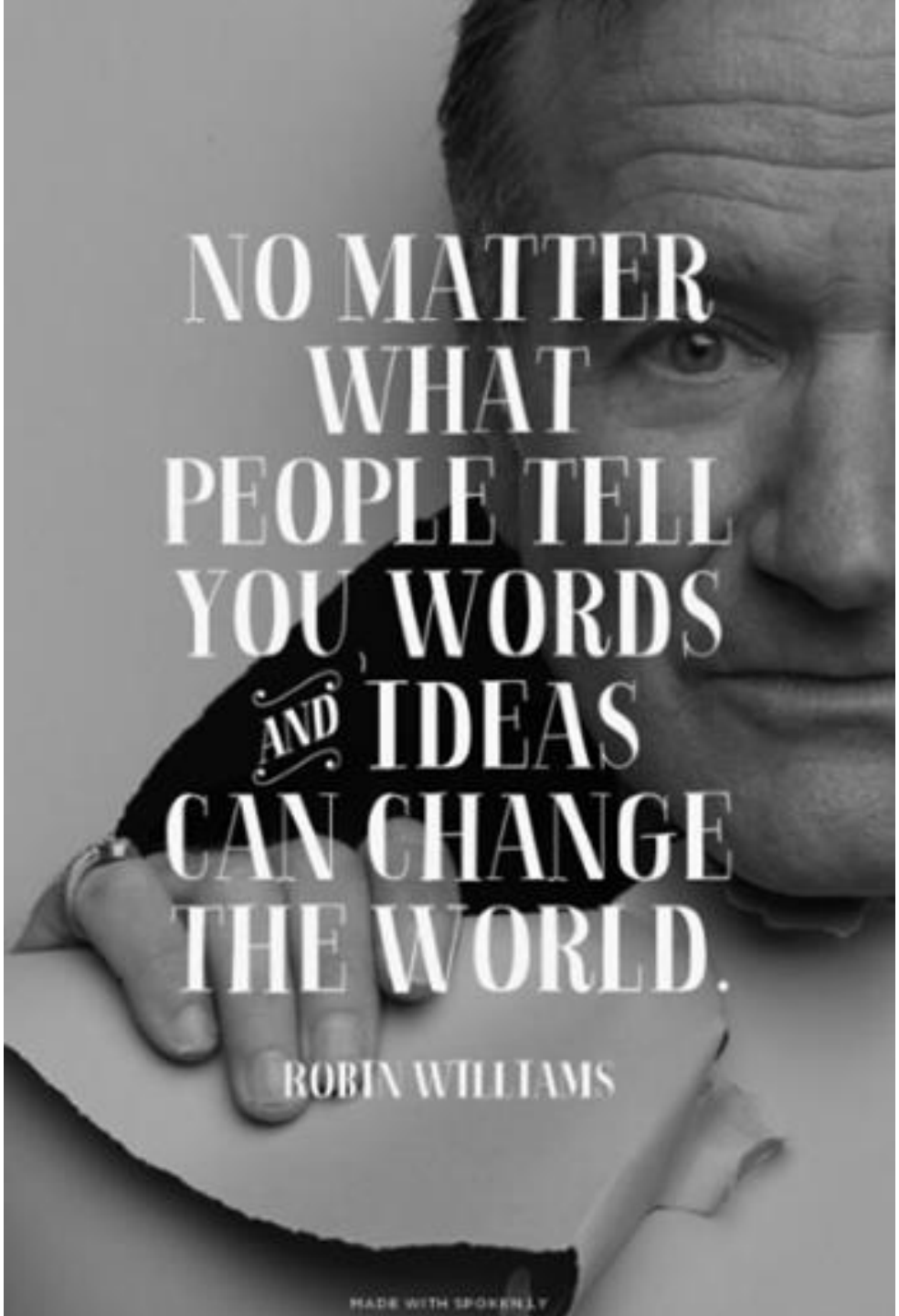
CONCLUSION

GRADUATE

COMPANIES

CONCLUSIONS

Base of graduates personal → branding of the school


NO MATTER
WHAT
PEOPLE TELL
YOU, WORDS
AND IDEAS
CAN CHANGE
THE WORLD.
ROBIN WILLIAMS
MADE WITH SPOKENLY