

Create brand YOU and take initiative to get the best job offer

In so competitive job market one need to make something special to get noticed. Usually it would arise attention, at least for a short period of time. But if you want to distribute carefully selected and positive information on YOU to other people, you should first consider which information is best for you, and to whom you want to talk to. The most effective and trustworthy way is to start building **your personal brand**.

If you want to build your personal brand you need first get know yourself better. You need to understand who you are and what you want to do, what you can offer other people, what is important for you, what values you respect and what people you want to meet and with whom you want to work. Sounds easy, but it is not so easy to do it right. This exercise is necessary before you start communicating to others.

Be honest! Take a blank paper and try to summarize information on YOU. Make a list of things you love to do. Be spontaneous and open minded. Do not comment, criticize at this stage. Later mark those things in which you feel perfectly superb, and you are considered yourself as an expert. Additionally mark those, in which your skills and knowledge are most appreciated, and in which you try to keep updated, and you can share your knowledge and experience with others. Why you need to do so? Because you need to understand in which fields you are doing well, and in which you are just following the pace, so you are just an ordinary person. Now put information in the table:

Your strengths	Your weaknesses
List things you do perfectly, they are appreciated, you considered yourself as an expert	List things you are doing correct, but you feel you need to catch up with others. These skills are appreciated by market and it would be good for you, to make them your strengths.
Examples: - Digital marketing	Examples: - Financial analysis, P&L analysis

In this way you can select your unique skills, on which you can start building your brands. Firstly you need to build on your strengths, but when your weaknesses transform to strengths, you can widen your brand offer.

Mark what values are important for you! List values which are important for you, which determine your opinions, approach and behaviors. Why to do it? Because values are not changed during your adult time. Your system of values has been created between your 7th and 21st year of your lifetime. These are your guides in your life. According to them you make your decision what to do and how to do. Sometimes you need more time to realize what values are yours, but remember that each employer has its own values, they should match with yours, otherwise you will feel not comfortable at work, and sooner or later you will not work for this company.

Milton Rokeach diagnosed in 1968 two sets of values, 18 individual value items in each. One set is called *terminal values* the other *instrumental values*.¹

Terminal Values refer to desirable end-states of existence. These are the goals that a person would like to achieve during his or her lifetime. These values vary among different groups of people in different cultures. They **are**:

1. True Friendship
2. Mature Love
3. Self-Respect
4. Happiness
5. Inner Harmony
6. Equality
7. Freedom
8. Pleasure
9. Social Recognition
10. Wisdom
11. Salvation
12. Family Security
13. National Security
14. A Sense of Accomplishment
15. A World of Beauty
16. A World at Peace
17. A Comfortable Life
18. An Exciting Life

¹ http://en.wikipedia.org/wiki/Rokeach_Value_Survey

Instrumental Values refer to preferable modes of behavior. These are preferable modes of behavior, or means of achieving the terminal values. They **are**:

1. Cheerfulness
2. Ambition
3. Love
4. Cleanliness
5. Self-Control
6. Capability
7. Courage
8. Politeness
9. Honesty
10. Imagination
11. Independence
12. Intellect
13. Broad-Mindedness
14. Logic
15. Obedience
16. Helpfulness
17. Responsibility
18. Forgiveness

Make a list of companies, you would like to work for. Ask yourself, why you want to do it? Because of the company brand you love (Coca-Cola, Nike, KPMG, Google, Southwest Airlines or because of other reasons, which? Visit their official websites, study information, be aware of their values, mission and vision. Try to understand the recruitment process, which is usually very formal and structured. Ask yourself, what you can offer this company. Again be honest. And what you receive while working for them?

Tell other people who you are. Use all available media and carefully distribute information. Remember to be honest and do not overpromise. Firstly check what Google is telling others on you. Be aware of various comments at discussion forums, your photos – all published online. Build your professional profile at LinkedIn.com (Goldenline.pl in Poland). Focus on your strengths, when you summarize information and on yourself. Select business photo, mark you advantages, list your achievements and information on your education. Try to build your professional network – invite your bosses, mentors, academic teachers. Ask them for referrals. Publish your work as for examples: articles, reports, presentations (use Slideshare). Be careful with information you publish using social media. Not all of them are addressed to your friends, but could be published in public. Inappropriate photo, sarcastic comment on your current and former employer could ruin your brand image.

Take every opportunity to get know new people and to get business experience. Work as a volunteer. Ask for new projects. Use your network. Always asks for opinions and referrals. Make your own plan on how to approach your desired company to increase your chances to get noticed and to get a job. How? Become a corporate brand ambassador at your high school, comment on corporate brand official fanpage at Facebook or blog, be active and take a part at job fairs, try to be introduced and noticed to actual company employee – make your own research what is this company climate, working conditions, whom this company is looking for. Be smart, do not omit any occasion, but remember that not every company prefer aggressive and behaving like a star people, majority respect self-confident, hard working and nice employees.

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