

Haas Portland Alumni Chapter Presents:

**Developing Personal Brand
Strategies to Stay Competitive in
Today's Volatile Jobs Market**

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OUTLINE

- **Overview**
- **Tell Me About Yourself (TMAY)**
- **Signs of Career Stagnation**
- **Career Peaks and Valleys**
- **SWOT Analysis**
- **Updating the Brand “You Inc.”**
- **Story Building Tools**
- **Action Plan**
- **Next Steps**

BASELINE TMAY

Develop a “Tell Me About Yourself” statement

My name is _____ and I have _____ years of experience in (industry or function)_____.

Most recently I (establish your level of competency)

Prior to that I

My areas of strength include (list relevant ability, skills and knowledge to the position you are applying for)

Close (ask a question that makes your experience pertinent to the listeners needs and keeps the conversation going, if appropriate ask for a follow-up meeting)

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SIGNS OF CAREER STAGNATION

- **Passed up for promotion**
- **Not invited to meetings anymore**
- **Lack of challenge**
- **Not a fit in organizations culture**
- **Position and contribution plateau**
- **Coasting in your career**
- **Work is your whole life**

Career Peaks and Valleys

What is your career lifeline – the basic story of your career beginning at age _?

What went well and reached a “peak” for you; what did not go well and hit a “valley”?

*Use this line to guide your career story from past to present, ending with today.
Be sure to put a date and key word(s) on each peak and valley so you can
recount your story.*



SWOT

Strengths

- Your degree from Haas (or another advantage that others don't have.)
- What do you do better than anyone else?
- What personal resources/connections can you access that others can't.
- Which of your achievements are you most proud of?
- What values do you believe in that others fail to exhibit?
- What do other people see as your strengths?

Tip:

Think about your strengths in relation to the people around you. You're a great mathematician and the people around you are also great at math, then this is not likely to be a strength in your current role – it may be a necessity.



sWOT

Weaknesses

- What tasks do you usually avoid because you don't feel confident doing them?
- What do the people around you see as your weaknesses?
- Are you completely confident in your skills training, if not where are you weakest?
- What are your negative work habits (for example, are you often late, are you disorganized, or are you poor at handling stress?)
- Are you threatened by change?
- Have you been in the same organization too long?
- Are you blindsided by corporate politics?

Tip:

Consider this from a personal/internal perspective and an external perspective. Do co-workers consistently outperform you in key areas? Be realistic – it's best to face any unpleasant truths as soon as possible.

SWOT

Opportunity

- Do you understand you work for “You Inc.”?
- Do you excel in situations that have a lot of ambiguity?
- Are you resilient?
- Are you willing to make mistakes?
- What trends do you see in your company and how can you leverage them to your advantage?
- Is your industry growing?
- Do you know where else your transferable competencies would add value?
- Do you know how you add value in your current role?

SWOT

Threats

- Is there downsizing and outsourcing in your industry?
- Are you constantly blind sided by your weakness'?
- Do you have an exit strategy?
- Do you know how this job is going to help you get your next job?
- Are you aligning yourself with the wrong people at work?
- Are you too specialized?
- Do you feel entitled to a promotion?
- Do you believe you are irreplaceable?
- Is the demand for what you do growing?



UPDATING YOUR BRAND

- **Which of your attributes are you most proud of?**
- **Why are these attributes so prominent in your memory?**
- **What are the reasons for your continued success; how can you capitalize on this equity?**
- **What are the weaknesses of your product?**
- **Would you buy / hire this brand? If so, why?
If not why not?**



UPDATING YOUR BRAND

- **How do these strengths and weaknesses relate to the needs of your next employer?**
- **How substantial and sustainable is the equity of your skills in your job market?**
- **How would you position yourself?**
- **What strategic considerations are involved in moving this brand forward?**

Tools for Building your Stories

1) Set the scene

2) Introduce the characters

3) Begin the journey

4) Obstacles you encountered

5) Overcoming the obstacles

6) Resolve the story

7) Make the point

8) Ask questions



ACTION PLAN

- Become a good collaborator
- Innovate: It's the only way
- Embrace change
- Take risks
- Focus on solving problems and exploring possibilities
- Identify the work that needs to be done
- Develop career resiliency
- Define a professional purpose

Action Plan

- **Create a Professional Purpose Statement**



Tell Me About Yourself

- ***Prepare a new version of a TMAP statement with the updated BRAND information***

NEXT STEPS

Contact: Haas Alumni Career
Services

MBA

Undergraduates

