

# PERSONAL BRANDING



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LEADERSHIP, VALUES, AND BENEFITS PROGRAM

# WHAT IS THE LEADERSHIP, VALUES, & BENEFITS PROGRAM?

As of January 2016, all HonorSociety.org chapters will be required to participate in LVBP. Each month, the chapter board members will present a topic provided by the National Office.

The purpose of this program is to ensure that all members are receiving the leadership skills, are representing the core values of HonorSociety.org, and are taking part in the benefits that HonorSociety.org promises its members.



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# What is personal branding?

- It showcases your achievements, talents, and skills
- It's how you present yourself
- It's what makes you *you* and makes you stand out amongst the competition when applying for internships, jobs or grad school
- It represents what you're passionate about and your career and academic purpose



# Why you need a personal brand

- To stand out amongst the competition when you are applying to graduate programs and jobs
- To be confident in your first impression when a potential employer or school searches for you online



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# Activity

Take a moment to Google your name. Ask yourself the following questions:

- Are my achievements easy to find?
- Am I searchable at all?
- Is this the first impression that I want to make when a potential employer searches for me?
- Does the search represent who I am today?
- Does it misrepresent me in any ways?
- Would this make me stand out amongst the competition?



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# Your brand online

If you're not sure that your personal brand is being showcased online, don't worry. One of the benefits of being an HonorSociety.org member is that you have access to creating a Personal Brand Profile that will ensure you have a strong personal brand presence online.

With the power of HonorSociety.org, your profile will be quickly found on a Google search so you can be confident that anyone who tries to search for you online will be able to find your profile that showcases all of your achievements and goals.



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# Create a profile

To create a profile, you will need to log into your HonorSociety.org account.

- Click on **My Profile**
- Below your name and school, click **Edit Profile**



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# Complete your profile

***\*\*\*All HonorSociety.org chapter members must complete their profile by March 1st, 2016***

**It is extremely important that you completely fill out your profile. If you do not complete it, you will risk having someone come across your profile and seeing that it is incomplete.**

**Remember, this is your first impression, you want to make sure that they see that you value your achievements and that you complete your projects.**



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# Elements of a strong profile

**Summary:** Think of this as your elevator pitch. This is a quick, straight to the point way to share your purpose, skills and talents.

**Photo:** Choose a high quality photo of yourself. Choose a portrait photo from the shoulders up, or if you have a full body photo, make sure that you're wearing business attire. If you don't have a high quality photo, have a friend take a picture with an iPhone in a setting with natural light. If it's the morning or late afternoon, take it outside when the sun is not harsh.



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# Elements of a strong profile

**Intended job path:** If you're not sure specifically what it is that you want to do, write about the industry that you're interested in and explain why you're interested in that industry.

**Hobbies:** Don't be afraid to list out all of your hobbies. This is a way for potential employers to connect with you on a personal level. Be yourself, you never know if your quirky hobby is also shared by your future boss!



# Getting Clear

Take some time to write down and answer the following questions. Answering these will help you get clear on your personal brand and how you represent yourself.

- What are your goals?
- Where do you see yourself in 5 years?
- What are your values?
- What motivates you?
- Who do you admire when it comes to career?
- Who do you look up to when it comes to your life?
- What makes you stand out?
- 3 words that describe you today
- 3 words that you'd like to describe yourself as in 5 years



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# Consistency

You want to make sure that your personal brand is consistent throughout the internet. This means that your HonorSociety.org page and your LinkedIn page are both on brand and consistent with one another.

If you feel as though your Facebook and Instagram are more personal and you don't want a potential employer to see them, make sure that you make both private so that only your friends can see your updates.



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