



# Build Your Online PERSONAL BRAND

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Identify the most relevant content to showcase in your online profile:

- Decide what appeals your audience.
  - Based on their needs, select information to feature that interests them.
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## What interests employers?

### 1. Job Skills

Skills you can learn how to do. Consider the skills you have learned in your MBA program, as well as skills you learned on-the-job.

Identify and include details and specifics about your skills and the results you provided.

List your most marketable job skills. Find these in descriptions of job openings you find desirable. Create word clouds to visually see what is in demand and what you can offer. Try **Wordle** or Tag **Crowd**:

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### 2. Accomplishments

What have you done for organizations or companies? What successes can you claim? Did you improve a process or come up with a solution to a difficult problem? Did you increase revenue or cut costs (provide numbers if possible)?

#### Answer These Questions:

What impact did I have on the organization? What improved because of me? (This can be as simple as suggesting a new process or as quantifiable as cutting cost or generating new revenue.)

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How did I go above and beyond my job responsibilities? How did I exceed expectations?

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What tangible things helped me stand out?

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What would my colleagues and supervisors say about me? (Look over written reviews as well as email feedback about your work.)

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What problems did I solve?

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Did I win any awards?

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## Tips

If you are having any trouble creating a list of accomplishments:

- Talk to your friends and co-workers.
- Review written evaluations of your work.
- Think about the skills you use/d in your positions. Study a skills and accomplishments list. ([http://www.eduers.com/Business/MBA\\_Key\\_Compencies\\_Skills.html](http://www.eduers.com/Business/MBA_Key_Compencies_Skills.html))

Further hone in on how you want to present yourself by answering these questions:

What aspects of your job do you enjoy?

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What type of work do you hope to do in the future?

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What skills do you have that will be the stepping-stones to getting to the next rung of your career ladder?

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## 3. Soft Skills

These are personality-oriented skills. These are less likely to be taught or learned in a classroom. For example, common sense, the ability to work with many types of people and demonstrating a positive, flexible attitude are all considered soft skills.

Ask yourself: what skills do I have that make it easier to work with me?

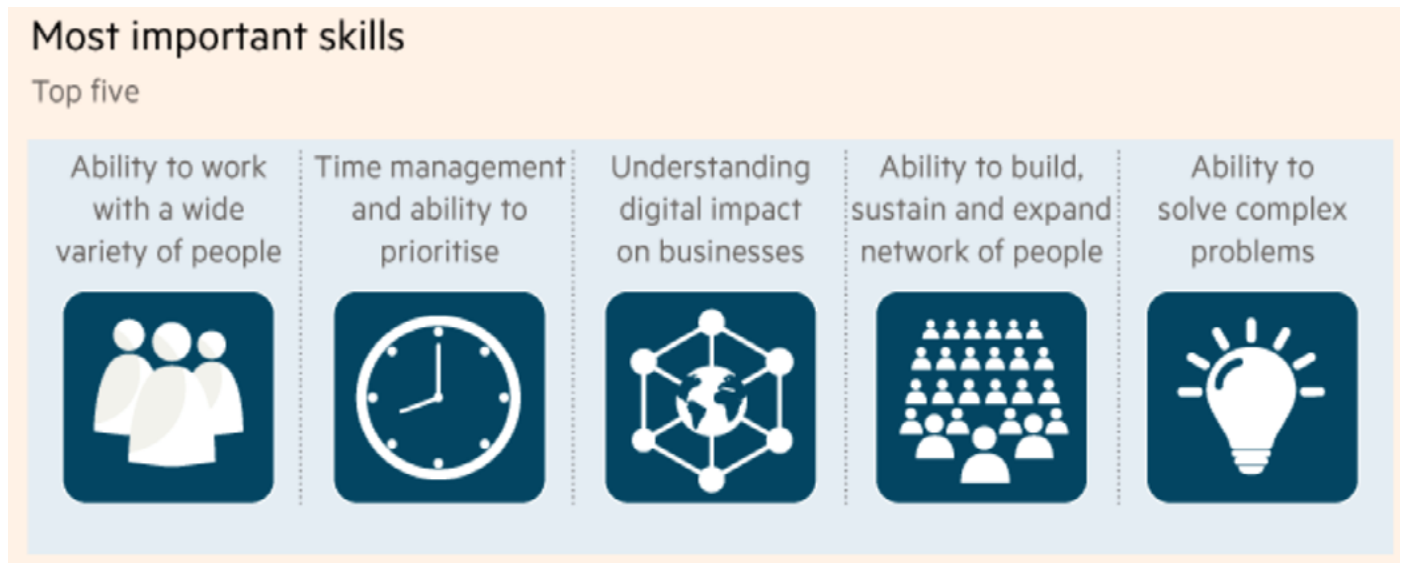
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## Key Soft Skills for MBA Candidates



SOURCE: FINANCIAL TIMES.

## Identify Ways to SHOW You Have These and Other Soft Skills

### Ability to Work With People

Detail this in your resume and LinkedIn profile, but make it come to life by connecting with a lot of different people online. You can accomplish this by participating in groups as well as having one-on-one interactions in the social media sphere.

### Time Management

When you can maintain an interesting, engaging stream of information online in addition to handling your other responsibilities, you'll prove you manage time well.

### Understanding Digital Impact

When you have well curated social media profiles, you illustrate that you understand that digital communication is important in the business world.

### Build and Maintain a Network

There's no better way to show that you can gain a following and engage colleagues than by creating online groups.

### Solve Complex Problems

Whether or not you have the authority or influence to solve complex problems, when you comment about the news impacting your field and make well thought out suggestions via social media, you prove your skills in this arena.

### Create Your Online Bios

Once you have a solid understanding of what you have to offer, further focus on what you want to feature in your online profiles by following these steps:



- Review profiles of other thought leaders/mentors/colleagues. How do they describe themselves? Do these descriptions apply to you?
- Find people in LinkedIn who have the job title you aspire to have. How do they describe their experience?
- Study write-ups of conferences related to your field. What problems are the keynote speakers addressing? What do the speaker bios say?
- Talk to people in your field to identify the most salient points to showcase on your profiles.

## Create a Magnetic LinkedIn Headline

Include keywords and make your headline a PITCH. You have 120 characters to create a LinkedIn headline. Make them count!

- Identify your expertise
- Use keywords
- Explain how you help
- Don't just list your job title

These sample LinkedIn headlines include keywords (underlined>) and a pitch (what the person offers – italics):

- Strategy, Technology, Finance Management Consultant.** Deliver complex data and **project management solutions.**
- Financial Analyst.** Liaison to business partners and manage topline **and margin reporting, forecasting and analysis.**
- Use **Agile product management** techniques/collaborate with strategic partners for successful launches.
- Business Analyst: Develop and implement systems** to bridge gaps between HR and IT organizations.
- Product/Marketing Manager:** Lead cross-functional teams to research, analyze and build **successful business strategies.**

List your keywords here

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List what problem you solve for a company here

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Write your 120-character pitch/LinkedIn headline here

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## How to Illustrate You're the One for the Job/"Show and Tell" Online

What to include in your social media posts and updates to help you build a bridge between you and a potential employer:

- ❑ Comments to inform your target audience and keep them posted about news and useful information related to your industry and field.
- ❑ Professional activities and projects relevant to your network. Are you reading a book by an industry leader? Writing a response to a new policy or procedure? Presenting at a conference? Post about it!
- ❑ Links to useful blogs or professional journals and include your comments and responses.
- ❑ Newsworthy information pertinent to your target audience.
- ❑ Commentary related to your professional interests.

### Keep in mind

Many companies hire MBAs to manage projects. Consider how you may be able to articulate and convey a reputation as an effective project manager. Key skills cited as crucial for project managers include leadership, communication, time management, critical thinking and a sense of humor. Weave these competencies into your online profile and take advantage of the fact that up to 90% of employers review candidates' online profiles before interviewing and hiring.