



Ontario Association
of Agricultural
Societies

District 5 Ambassadors Personal Branding

Sarah van Wolde June 16, 2019

Agenda

- * Personal branding
 - * What is personal branding
 - * How to build your personal brand
- * Social media and your personal brand

Personal Branding

- * Personal Brand: **the unique, consistent value you provide. It differentiates you and focuses on your strengths.**
- * Personal Brand Statement: Articulate what makes you exceptional – your individual combination of talents, skills and interests that enable you to fulfill your purpose

Be authentic!

You already have a brand...even if you don't know what it is.

Your Brand Statement

Your Personal Brand is the perception others have of you based on your public actions and output in three areas:

1. What you are about (your purpose)
2. Your expertise (what you do)
3. Your style (how you do it)



Components of Your Brand Statement

- * **Soft skills:** behavioural competencies and attributes
 - * e.g. caring, consistent, flexible, motivating, patient, funny
- * **Technical skills:** the skills you would list on a resume
 - * e.g. analytical, problem solving, communications
- * **Perceptions:** how others see you
 - * The top 3 in the feedback you received
- * **Your Why/Purpose**
 - * What drives you? What is your best day?

When working on your statement, envision your best self

Personal Brand Statement

Develop your Personal Brand Statement to reflect who you **want to be**

Focus on what you want people **to see & remember you by**

Be authentic – you can only be you

What is your personal brand?

Tip: Keep an accomplishments sheet

Sarah's Personal Brand Statement

I use my knowledge and expertise when structuring credit insurance policies

for Canadian exporters. I'm known for being curious and customer focused in order to understand my clients' businesses and finding a solution to best meet their needs.



<https://www.linkedin.com/in/sarahvanwolde/>

Building Your Personal Brand Statement

I use my _____ (soft skill) and _____ (soft skill) when providing _____ (what you do: technical skills) to _____ (your audience).

I'm known for being _____ (perception of others), in order to _____ (purpose)

When working on your statement, envision your best self

Social Media



LinkedIn: social media for professionals



Facebook: social networking platform



Twitter: an online news and social networking site where people communicate in short messages called tweets



Instagram: social media app for sharing photos and videos



Snapchat: an intimate messaging app

Social Media and Your Personal Brand



Sarah van Wolde



All imagery News Videos Maps More Settings Tools

About 178,000 results (0.60 seconds)

Tip: Look for results in **French** only . You can specify the search language here: Preferences

Sarah van Wolde, CCP, CICP - Senior Underwriter - New Business ...

<https://ca.linkedin.com/in/sarahvanwolde> ▾ Translate this page

View **Sarah van Wolde** , CCP, CICP'S profile on LinkedIn, the world's largest professional community. Sarah has 7 jobs listed on their profile. See the complete ...

Sarah van Wolde | Publications on EDC.ca

<https://www.edc.ca/fr/bio/sarah-van-wolde.html> ▾

Bio do author and post archives for **Sarah van Wolde** on Export Development Canada.

Images for Sarah van Wolde



→ More pictures for Sarah van Wolde

Report inappropriate images

- * Google yourself
- * what comes up?
- * What image is presented?
- * Does this match the image you want to present?

Social Media and Your Personal Brand

- * Potential employers will Google you
- * Judges may Google you



- * What do you want them to find?

Social Media and Your Personal Brand



- * You can present yourself as you want others to see you by aligning your social media presence with your personal brand
 - * Remember: your personal brand is authentic

Social Media Fails

Don't pretend to be something you are not.

Naomi Campbell posted this image and the following text:

“Naomi, So nice to see you in good spirits!!! Could you put something like: Thanks to my friend @gary.aspden and all at adidas - loving these adidas 350 SPZL from the adidas Spezial range. @adidasoriginals”



Social Media Fails

Nick Sandmann, Kentucky highschool student appeared in a video that went viral. He was wearing a MAGA hat and did not move out of the tribal elder's way. As a result, he was deemed racist.

A full story later came out, and the teen is now suing The Washington Post for defamation. However, he will always be seen by some as the arrogant, racist individual who did not respect the rights of the member of a marginalized group.



Additional Resources

Career Distinction by William Arruda

<http://williamarruda.com/>

Personal Branding for Dummies by Susan Chritton

<https://www.dummies.com/?s=Personal+Branding+For+Dummies%2C+2nd+Edition>

PWC

<https://www.pwc.com/ca/en/campus-recruiting/publications/pwc-personal-brand-2013-02-en.pdf>