

COUNSELLING SERVICES

What is Your Personal Brand? What Defines You?

Presented by
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1. Overview

a. Personal Brand

b. Risk Management

c. Professional Skills

d. What do you need to know about the
Employer?

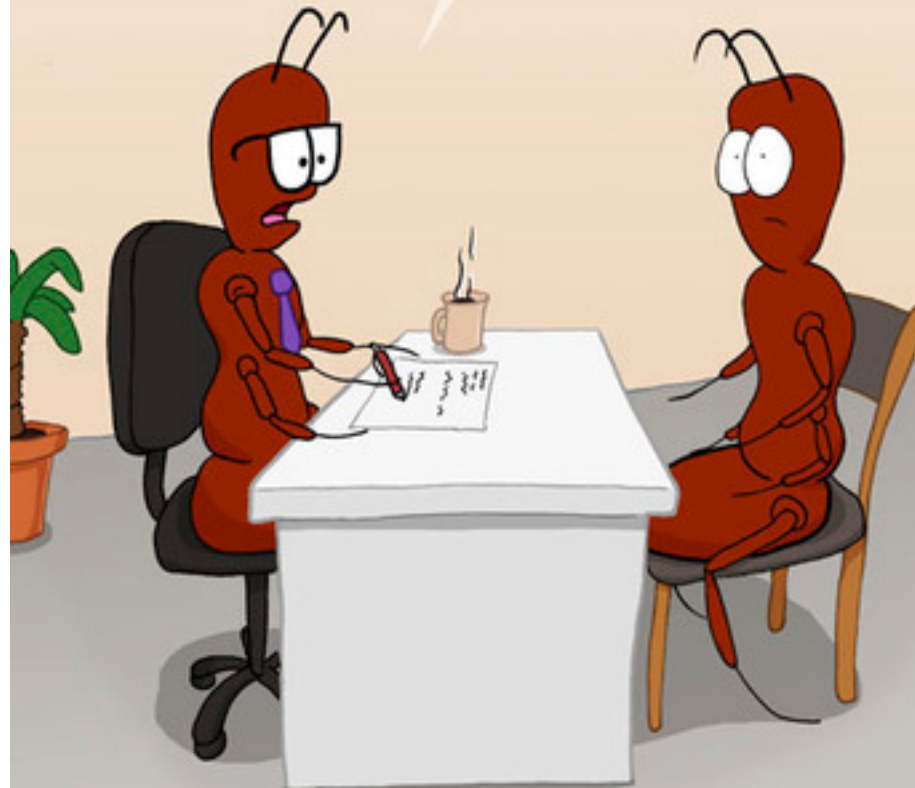
e. Questions

f. Evaluation

a.



What differentiates you from
the other 1.892.794 applicants?

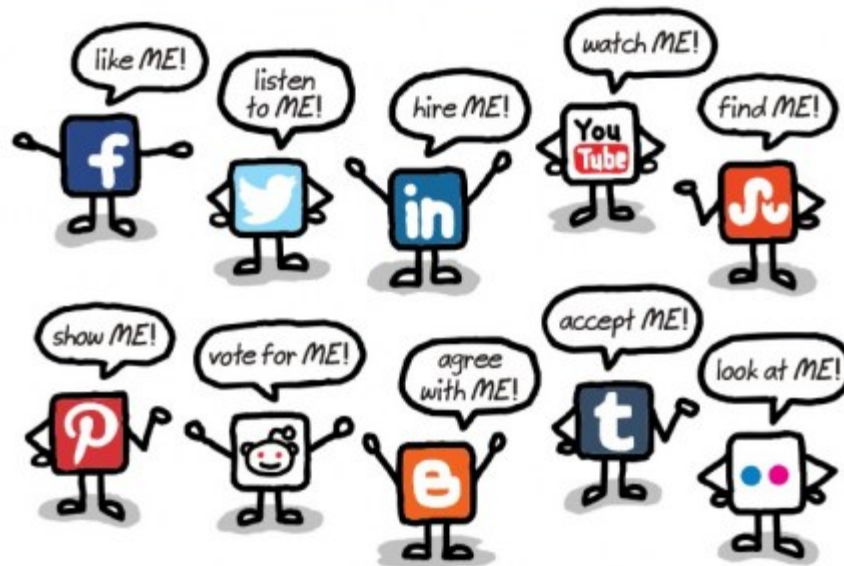


b.

SOCIAL MEDIA



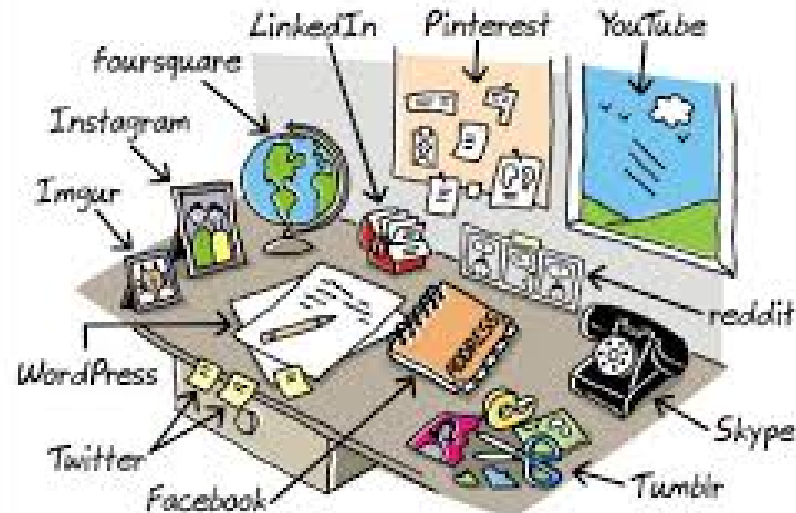
Social MEdia



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vintage social networking



http://wronghands1.wordpress.com

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Social Media: Your Online Reputation

- 1) Who is looking at your profile?
- 2) What you write and post matters...
- 3) A picture is worth a thousand words...
- 4) Job and Co-op Implications



5) Most common reasons for rejecting an applicant were:

- Posted inappropriate photos and comments
- Posted content about drinking and drugs
- Posted negative comments about a previous employer
- Demonstrated poor communication skills
- Lied about their qualifications

6) Recommendations to Clean Up Your Profile:

- Remove offensive images/posts
- Un-tag images you are linked in
- Remove questionable third party comments
- Ask people at parties not to take your picture
- Do not post or respond in anger
- Ask permission from another person before posting photo
- Do not say bad things about past employers and businesses
- Do not friend your boss, professor, or colleagues
- Keep constant tabs on your social media accounts
- Do not accept friend requests from people you do not know.
- Nothing on the Internet is private; everything is permanent.



c. Professional Skills

- Membership in professional associations
- Volunteer experience
- Co-operative work placements
- Practicums

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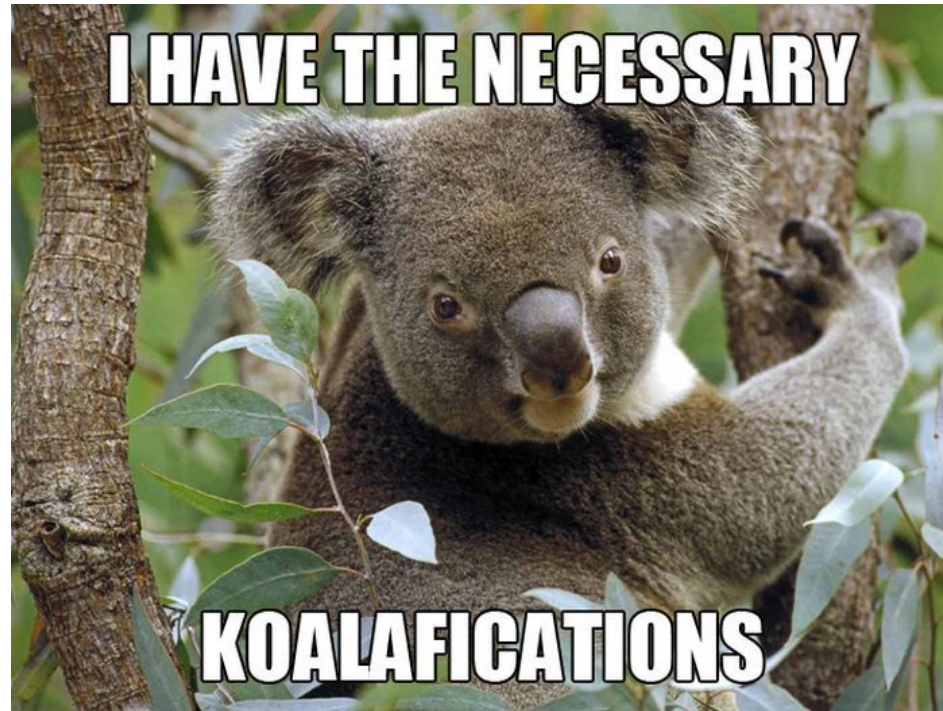
“Any other people skills, besides 400 Facebook friends?”

Top 10 skills Employers most want:

- Ability to work in a team
- Ability to make decisions and solve problems
- Ability to plan, organize, and prioritize
- Ability to communicate verbally
- Ability to obtain and process information
- Ability to analyze quantitative data
- Technical knowledge related to the job
- Proficiency with computer software
- Ability to create and/or edit written reports
- Ability to sell and influence others

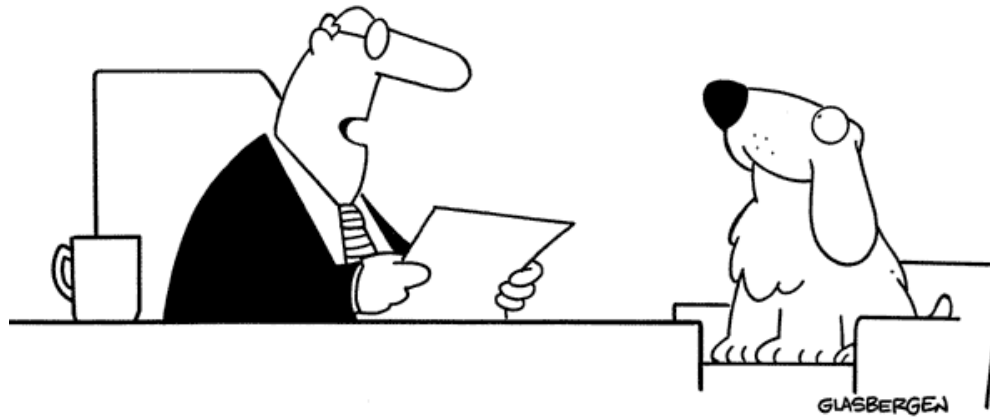
d. What Do You Know About Your Employer?

- Why Should I Hire You?



- Research, Research!

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**“Loyalty and enthusiasm are the two things
I value most in an employee. You’re hired!”**

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**“Your résumé is bloated with half-truths, false praise,
exaggeration and unsubstantiated accomplishments.
I’d like to hire you to write our Annual Report.”**

e. Questions

