

Sharing Your Personal Brand for Professional Opportunities



ELEVATING
FINANCIAL CAPABILITY
FOR ALL

Barry Altland, Director of Partner Engagement
FPP, September 2020

Reflecting Your Personal Brand On Your Resume

TRAITS/CHARACTERISTICS



*Hard Worker, Team Player,
Goal-Oriented, Dedicated*

AWARDS



*Maynard Evans High School
Broadcast Production Award 2019*

JOB DUTIES



*Responsible for making weekly
shows in our TV production class.*

ACCOMPLISHMENTS



*Collaborated with a 4-student
team in the Broadcast Production
Magnet Program to write,
produce and direct 5 pre-recorded
shows weekly from Fall 2019
to Summer 2020.*

Examples, Using Power Words/Action Verbs:

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♦ “TBNT”:

♦ “Ask not what your _____ can do for you;
ask what you can do for your _____ .”

Reflecting Your Personal Brand In an Interview

BEHAVIOR-BASED INTERVIEWING

The best predictor of future performance is _____.

“Tell me about a time when . . .”  Personal Brand Storytelling Experience _____ !

COMPETENCIES

Where does one build their Competencies?

Reflecting Your Personal Brand In a Behavior-Based Interview



S _____ *When and Where Did Your Experience Occur?*



T _____ *What Did You Set Out to Accomplish?*



A _____ *What Specific Steps Did You Take?*



R _____ *What Outcomes Did You Generate?*