

ARE YOU CAREER READY?

Building your Personal Brand & Communicating Career Readiness

Today's Goals

Understand how to reflect on your **Pa Bankers experience** to develop and showcase essential career readiness skills. You'll learn how to:

- **Building Yourself**– Identify and articulate your personal strengths.
- **Branding your Social Media**– Strategically present your strengths and professional identity online
- **Branding your Career Readiness**– Communicate your strengths to highlight your value to employers.






A Brand is a Collection of *Perceptions*
in the Mind of a Consumer



Brands are born of *Experience* and
reflect on *Reputation*



You are the superhero of your
own story—
and your brand reveals it
through your...



Strengths



Experience



Accomplishments



What is

personal

B**R****A****N****D****I****N****G**

A top-down view of a collaborative workspace. Several people are gathered around a table, their hands and arms visible as they work. The table surface is covered with hand-drawn diagrams and sketches. A large central yellow circle contains a lightbulb with three lightning bolts above it. Surrounding this central circle are various other elements: a red circle with an open book, a blue circle with an eye, a green circle with a computer monitor, and several smaller circles in different colors. Dashed lines and arrows connect these elements, suggesting a flow of ideas or a process. There are also gears, puzzle pieces, and a magnifying glass drawn on the table. The overall atmosphere is one of creative collaboration and brainstorming.

Branding Yourself

Promoting You

What's YOUR
Brand?

HELLO
my name is
PEOPLE
PERSON

HELLO
my name is
MR.
VOLUNTEERISM

HELLO
my name is
Indispensable
Intern

HELLO
my name is
Problem
Solver

HELLO
my name is
hard working

HELLO
my name is
Communicator

HELLO
my name is
go-getter!

HELLO
my name is
Great
Networker

HELLO
my name is
Tech-Savvy

HELLO
my name is
ACTION
ORIENTED

HELLO
my name is
World
Traveler

HELLO
my name is
Quick
Learner

YOU ARE YOUR OWN BRAND

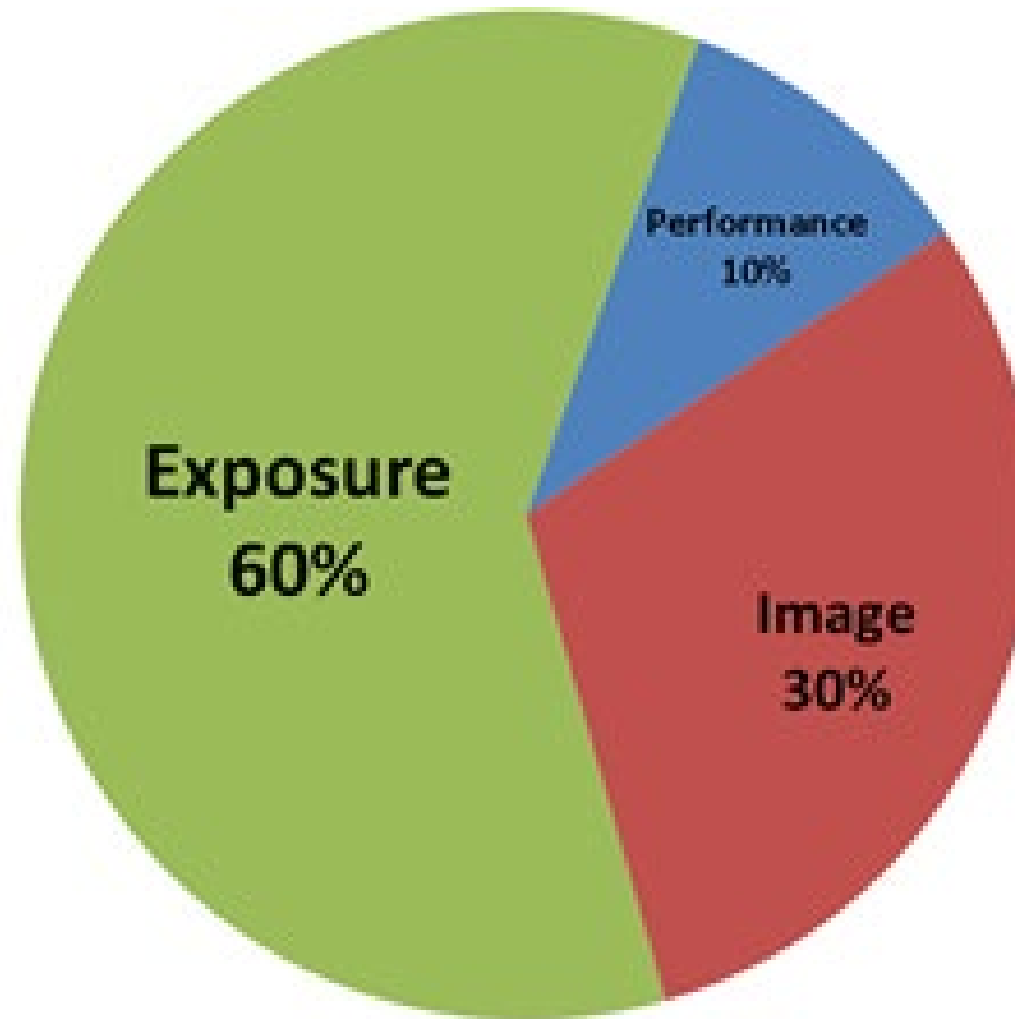
What's Your **1** Word?



Passion

P.I.E.

Theory of Success





Breakout Room #1

Your SUPER SKILLS @ Work

In groups, share out what 1 word you picked to represent your brand. Discuss ...

1. Do others acknowledge that 1 word in me?
2. How do I showcase that one word in my internship role, on-campus, in the classroom, community, etc.?
3. How does the P.I.E. Theory show up in my internship?

Nominate a Speaker to Share Out!

A person's back and arms are visible, raised in a V-shape, against a green background. The person's skin is light-colored. The arms are raised high, with the hands near the head. The background is a blurred green field.

WE ARE ALL BRANDS

How are YOU setting yourself apart from the
competition?

Branding your Social Media

Promoting your Internship Experience

#Content



A close-up photograph of a person's hand holding a small, rectangular, cream-colored sign. The hand is positioned with the thumb and index finger gripping the top edge of the sign. The person is wearing a light blue button-down shirt. The background is a soft, out-of-focus blue. The text on the sign is bold and centered.

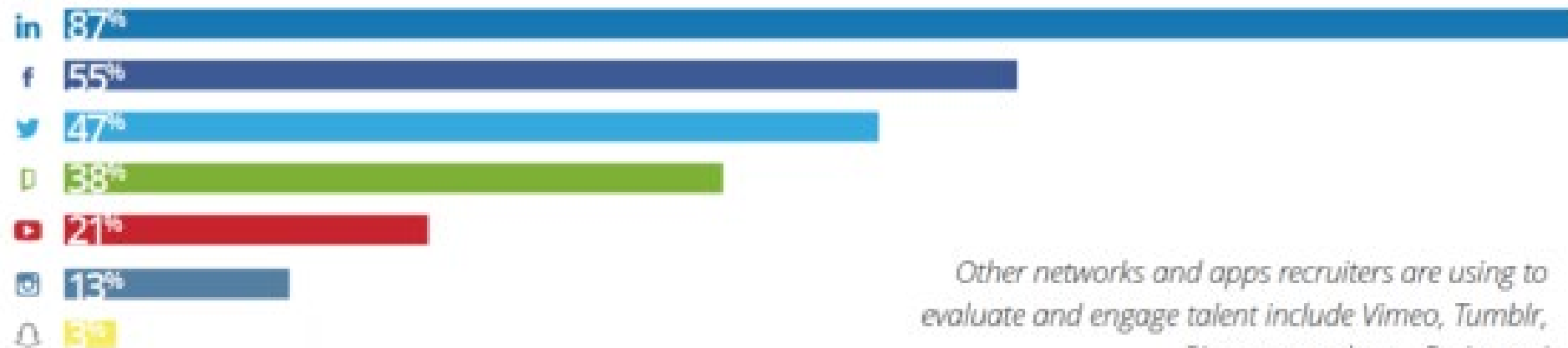
**TELL THEM
YOUR
STORY**



Fun Fact!

SOCIAL

Only 4% of recruiters **DON'T** use social media in the recruiting process. 4% aren't sure, but the **92%** of recruiters that do use social media cast a wider net than ever:



Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!





Let's think
about
donuts...

and social media!







What you do on *social media*...

is your professional mindset.

What you do on other social media



I like donuts



Watch me eat a donut



Here's a cool photo of my donut



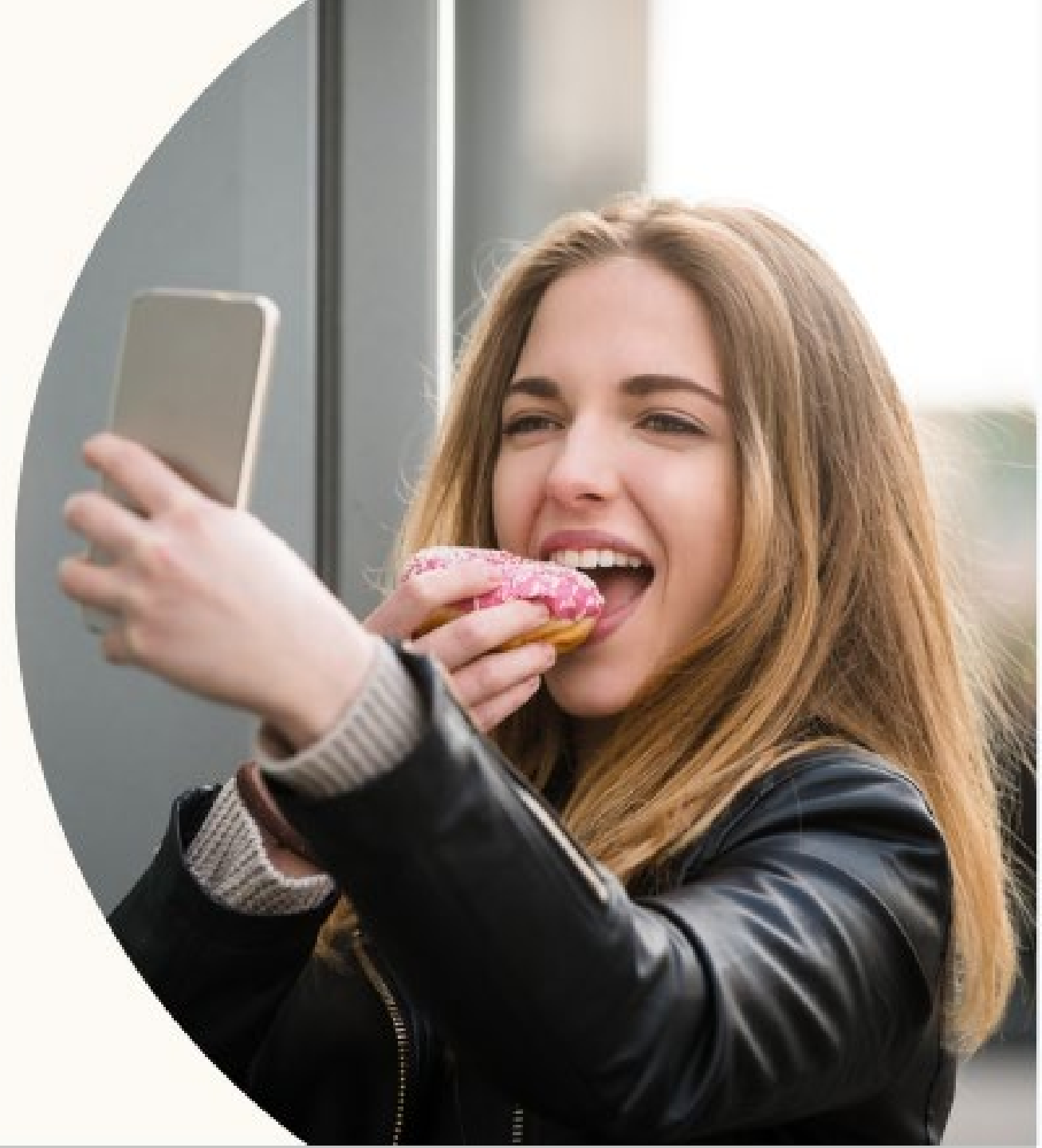
Here's a donut recipe



I'm listening to "Donuts"



Anyone want a donut?



On LinkedIn: A professional mindset



I hope to operate a donut franchise one day.



I'm looking for a job at a donut company.



I have three years of experience making donuts.



My top skills are donut production and sales.



Here are 3 recommendations from former donut colleagues.





Why is it important to understand Social Media to build your brand?



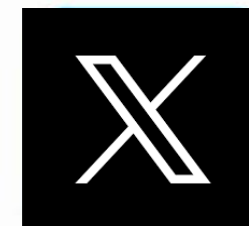
Breakout Room #2

Your Social Media Brand

In your groups, take a moment to develop a social media post about your summer internship experience.

- 1) Produce at least 3 ways you would promote yourself via social media, using 3 different platforms.

Nominate a Speaker to Share Out!



Define Your Professional Online Brand



What makes a good brand –
Your Skills



Identify your brand –
Communicate



Show you're the right choice –
Sell Your Value



Branding Your Career Readiness

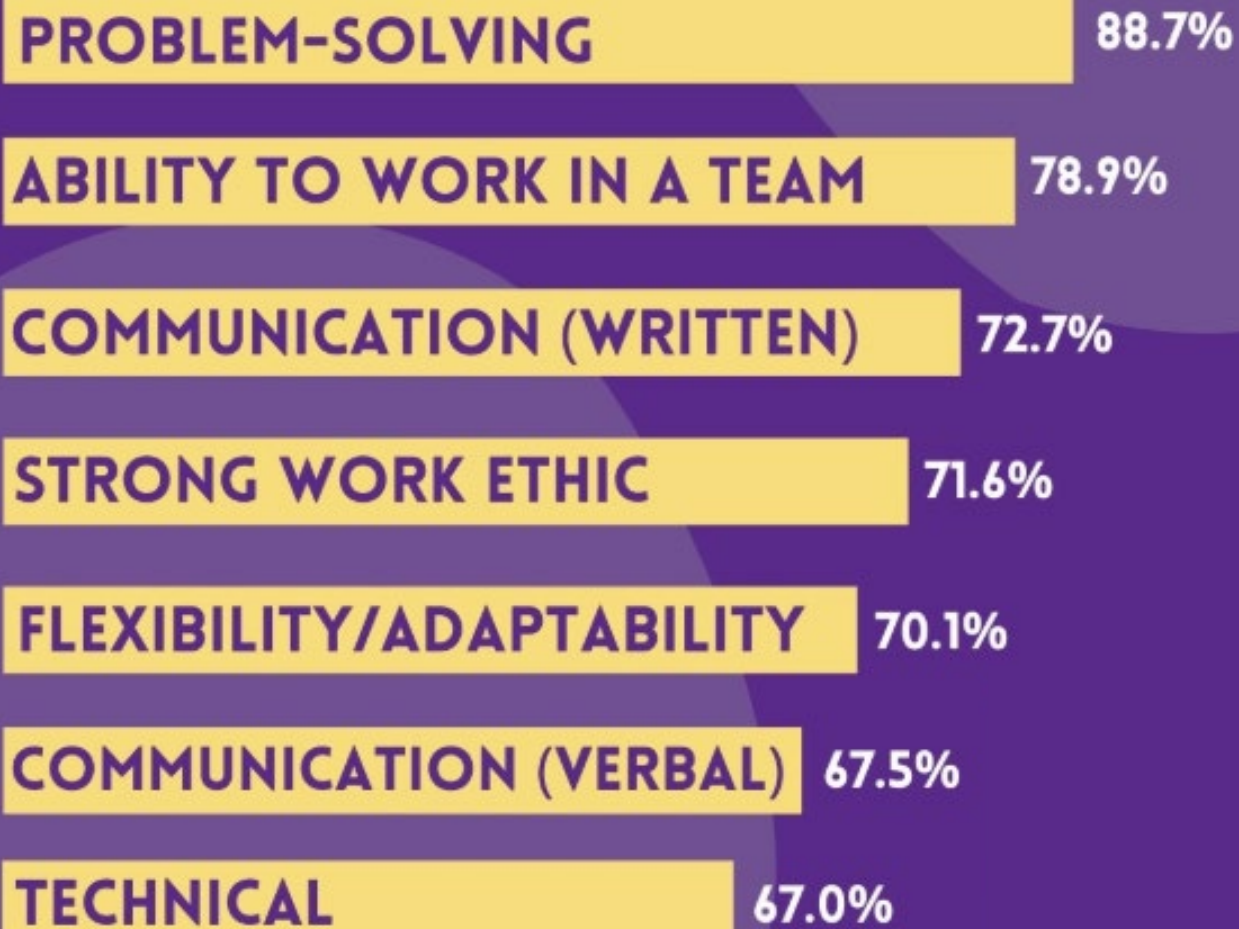
Promoting your Skill Set to Employers



What Employers Want

#1 Skill Set Employers Want in 2025?

WHAT SKILLS & QUALITIES ARE IMPORTANT TO Employers?



**ARE YOU
CAREER
READY?**



**Career &
Self-Development**



Leadership



Communication



Professionalism



Critical Thinking



Teamwork



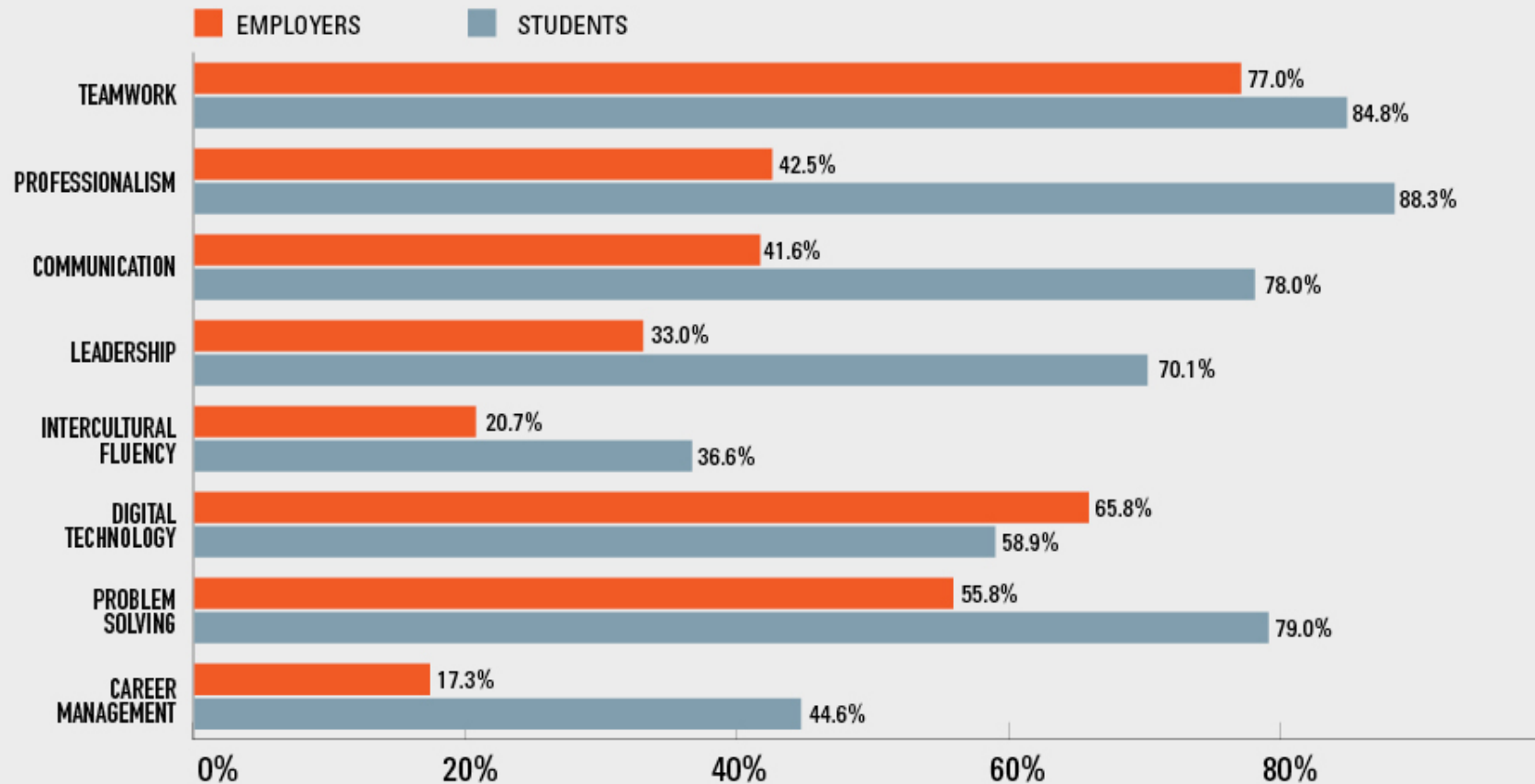
Equity & Inclusion



Technology

What 3 Career Ready Skills did YOU develop this summer?

FIGURE 1 Employer rated proficiency vs. student rated proficiency



SOURCE: NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS, *JOB OUTLOOK 2018*, 2019 STUDENT SURVEY

Employers vs. Students

Disconnect between how Students and Employers view Workforce Readiness

Examples of Transferable Skills in Action

Career & Self Development



Develop
Establish
Maintain

Communication



Convey
Liaise
Transmit

Critical Thinking



Anticipate
Analyze
Identify

Equity & Inclusion



Diversify
Experience
Understand

Leadership



Manage
Mentor
Motivate

Professionalism



Consistently
Dedicate
Prioritize

Teamwork



Actively Listen
Collaborate
Mediate

Technology



Adapt
Navigate
Research



Breakout Room #4

Career Readiness in Action

In your Breakout Room, use the Google Doc to highlight examples of how you developed this Career Readiness Competency in your Summer Internship Role.

Breakout Rm 1: Critical Thinking and Communication

Breakout Rm 2: Teamwork and Information Technology

Breakout Rm 3: Leadership and Professionalism

Breakout Rm 4 :Career Management and Global/Intercultural Fluency

Nominate a Speaker to Share Out!



Career Competency



Digital Technology

Leverages technological resources to complete tasks effectively and solve problems

Example of How To Develop Within Role

Learning how to use excel for role

Your Examples:

YOU ARE AN INTERN BUT ARE YOU CAREER READY?

Breakout Rm 1: Critical Thinking and Communication
Breakout Rm 3: Leadership and Professionalism

Breakout Rm 2: Teamwork and Information Technology
Breakout Rm 4 : Career Management and Global/Intercultural Fluency

Competency	Reflect on how you have developed this Competency during your Summer Internship
Critical Thinking/Problem Solving Practice sound reasoning and analytical skills to make decisions and overcome problems 	
Oral/Written Communications Articulate thoughts and ideas clearly to a variety of audiences and employ effective public speaking skills 	
Teamwork/Collaboration Build collaborative relationships with coworkers and be able to work well in a team environment 	
Digital Technology Leverage existing digital technologies ethically and efficiently to complete tasks; demonstrate effective adaptability to new technologies 	
Leadership Utilize the strengths of others to achieve common goals; use interpersonal skills to develop and motivate others 	
Professionalism/Work Ethic Exhibit effective work habits such as punctuality, working productively, personal accountability, integrity, and ethical behavior 	
Career Management Identify skills, strengths, knowledge, experiences, and areas of growth related to career goals; navigate job options and pursue opportunities 	
Global/Intercultural Fluency Demonstrate openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people; understand individuals' differences 	

Oral/Written Communications

The intern has public speaking skills; is able to express ideas to others; and can write/ edit memos, letters, and complex technical reports clearly and effectively.

Professionalism/Work Ethic

The intern demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from his/her mistakes.

Digital Technology

The intern is able to apply computing skills to solve problems.



Leadership

The intern is able to assess and manage his/ her emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.

Global/Intercultural Fluency

The intern interacts with others respectfully and understands individual differences.

Critical Thinking/Problem Solving

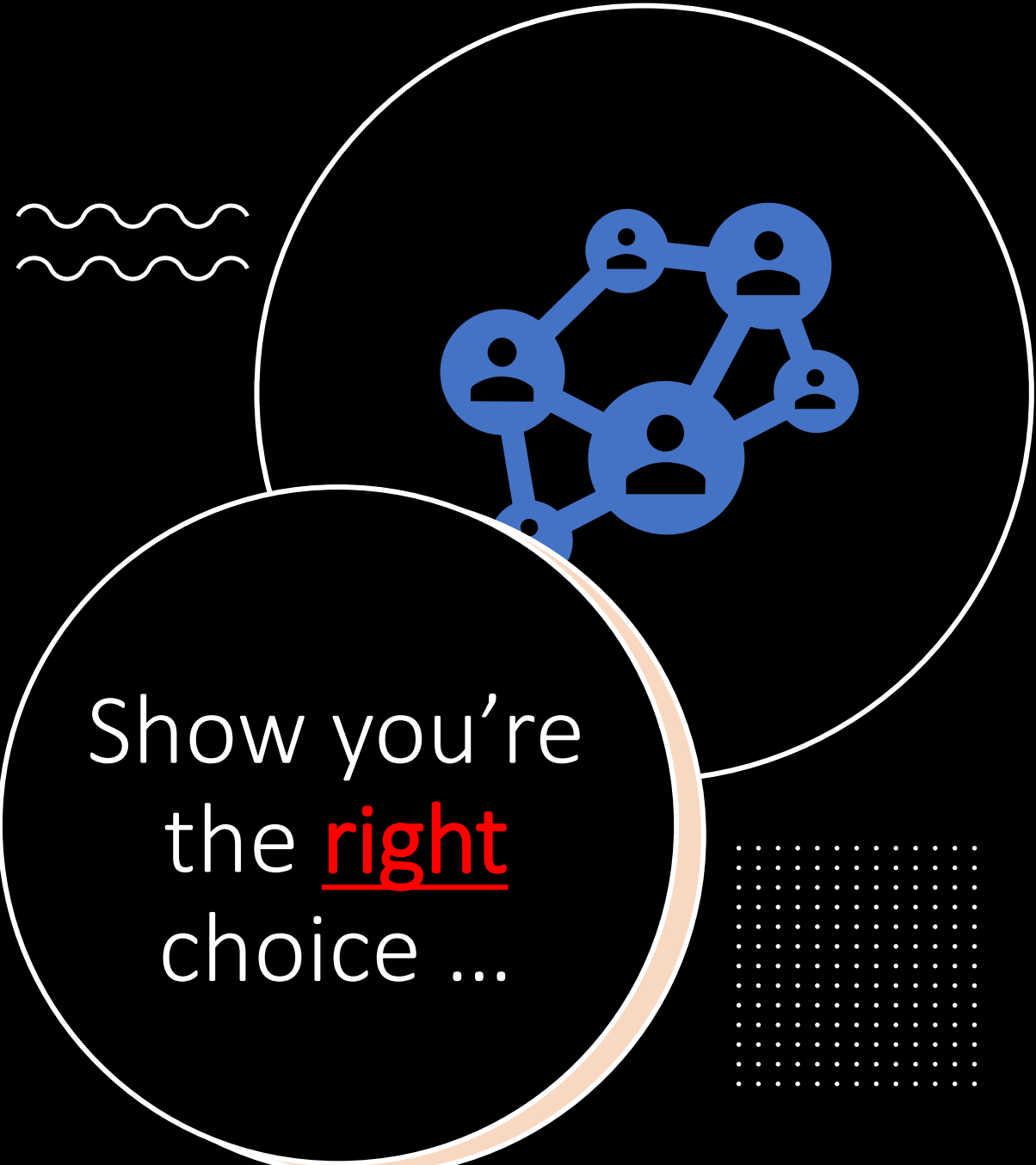
The intern is able to obtain, interpret, and use knowledge, facts and data in this process, and may demonstrate originality and inventiveness.

Teamwork/Collaboration

The intern is able to work within a team structure and can negotiate and manage conflict.

Career Management


The intern is able to navigate and explore job options that relate to his/her skills and goals, takes the steps necessary to pursue opportunities, and understands how to self-promote in the workplace.



Show you're
the right
choice ...

Your brand includes who you are now:

- **Skills:** Your school, work experience and specific skills you learned in each job or class
- **Social Media:** How you are to be around and work with, as told by the people you know
- **Career Readiness:** Your areas of expertise and wisdom



You are authentic when
everything you say and everything
you do you ACTUALLY believe.

Simon Sinek

THANK YOU!

Questions?

References:/ Thank You:

Harrisburg University Career Services & Experiential Learning

NACE Career Readiness Competencies

<https://www.nacweb.org/career-readiness/competencies/career-readiness-defined/>

UNF Career Success Center: Transferable Skills & Career Readiness

https://www.unf.edu/uploadedFiles/aa/coas/csc/Transferable%20Skills%20Presentations_.ppsx

PWC Personal Brand Workbook

https://www.pwc.com/c1/en/assets/downloads/personal_brand_workbook.pdf

Personal Branding:

<https://www.slideshare.net/kristianandersen/brand-you-personal-branding>

