

ARE YOU CAREER READY?

Building your Personal Brand & Communicating Career Readiness

Who Am I ?



PIC•COLLAGE

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



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

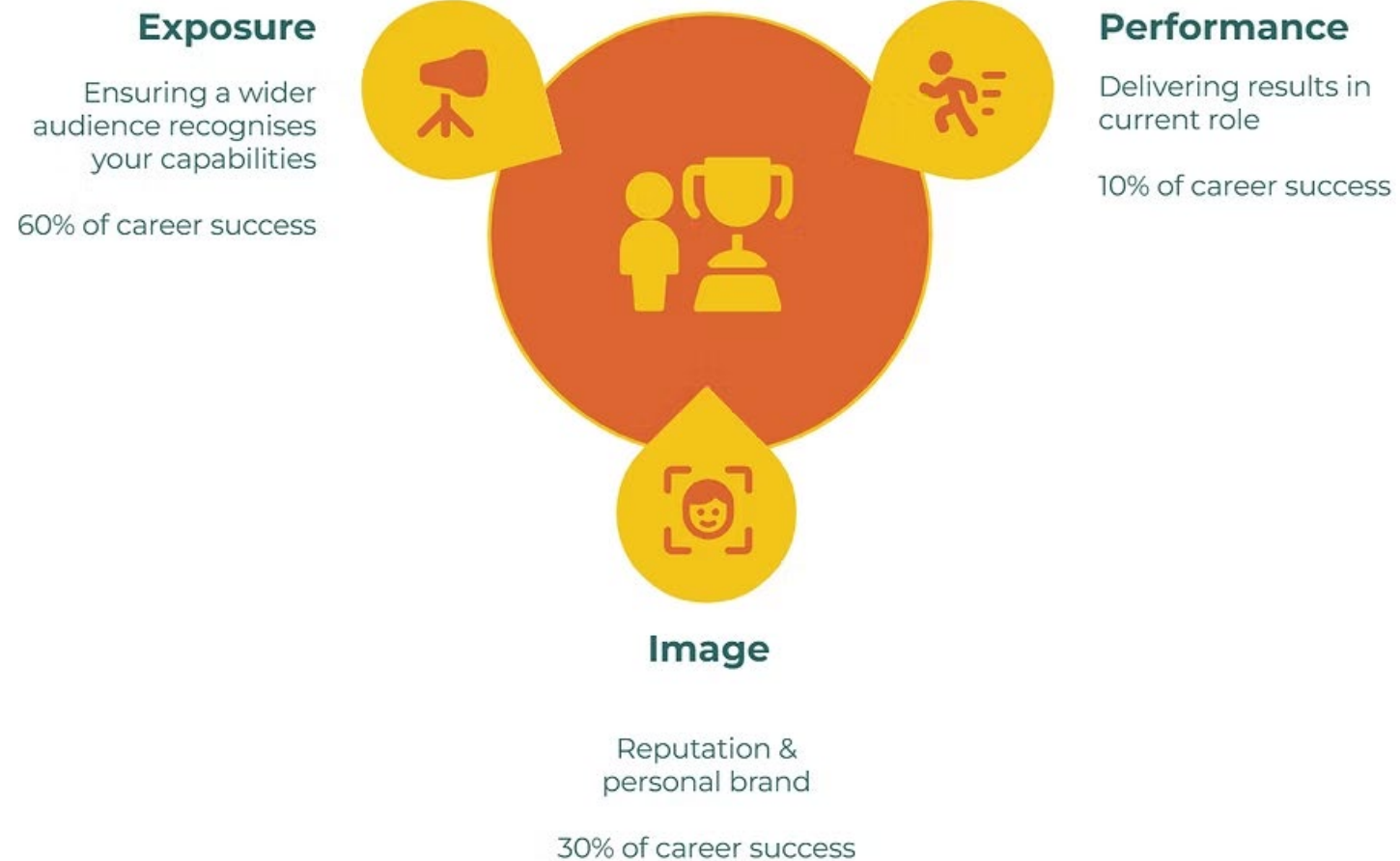


Brands are born of *Experience* and
reflect on *Reputation*



What's your piece of the PIE?

Factors Contributing to Career Success





Breakout Room #1

Your PIE @ Work

1. Think about a job, internship, or campus organization. Which part of PIE (Performance, Image, or Exposure) do you think is most important for career success—and why?
2. What is one thing you could do this semester to improve your Performance, Image, or Exposure with employers?

Nominate a Speaker to Share Out!

What the heck is personal branding?



MARKET
DIFFERENTIATION



STRATEGIC
COMMUNICATION



CAREER READINESS



SHIPPENSBURG UNIVERSITY

Market Differentiation

Are all
BRANDS
Equal?









So, what's
in a Brand?





A photograph of a person's back and arms raised in a V-shape, set against a green, grassy background. The person's skin is light-colored. The arms are raised high, with hands near the head, forming a V-shape that frames the text.

WE ARE ALL BRANDS

How are YOU setting yourself apart from the
competition?



Breakout Room #2

Your SUPER SKILLS @ Work

Think about your personal brand.

- What are your top three strengths?
- What skills do others recognize and value in you?
- What do you want employers to remember about you?

Nominate a Speaker to Share Out!

A person wearing a dark jacket is holding a white rectangular sign with both hands. The sign has the text 'YOU ARE YOUR OWN BRAND' written in a bold, black, sans-serif font. The background is a blurred indoor setting with light-colored walls and a wooden floor.

YOU ARE
YOUR OWN
BRAND

What is the #1
Way College
Students
Communicate their
BRAND?



70%

OF EMPLOYERS
INDICATED THAT THEY USE
**SOCIAL MEDIA TO
VALIDATE CANDIDATES**

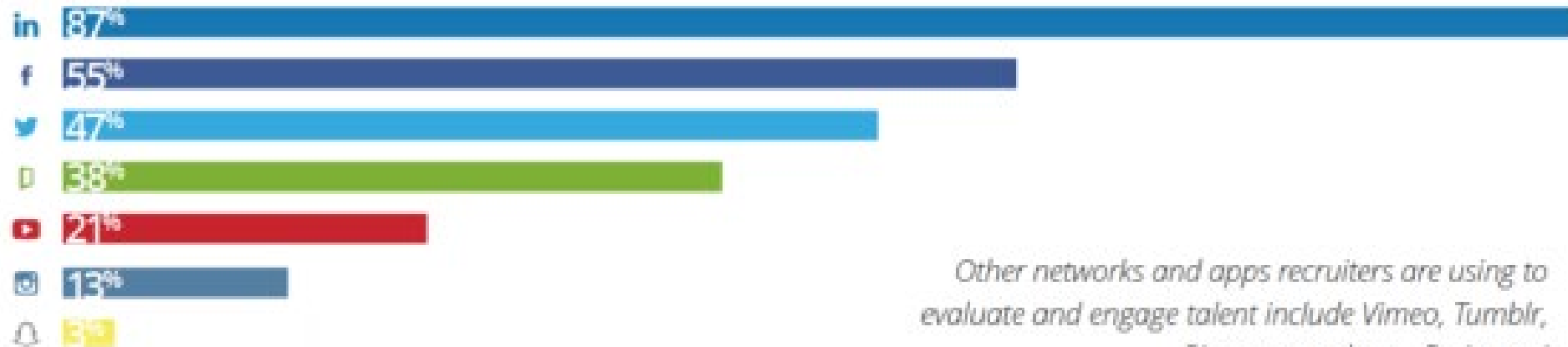
- CAREER BUILDER



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's your Favorite Donut?



AMERICA RUNS ON DUNKIN'™



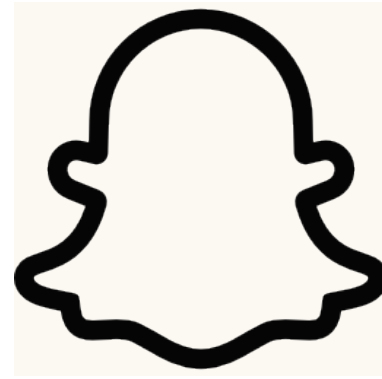
What you do on other social media...
is your **professional mindset**.



Here's a cool photo
of my donut



I'm "listening" donuts



Watch me eat donuts



I like donuts

What about LinkedIn and
YOUR Professional
Mindset?



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 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?

Define Your Professional Online Brand



What makes a good brand –
Your Skills



Identify your brand –
**Communicate
Effectively**



Show you're the right choice –
Sell Your Value



Breakout Room #3

Updating your Social Media

Think about your personal brand ...

- **What is one improvement you can make to your online presence?**
- **What is one professional post you could share this week to build your personal brand?**

Nominate a Speaker to Share Out!



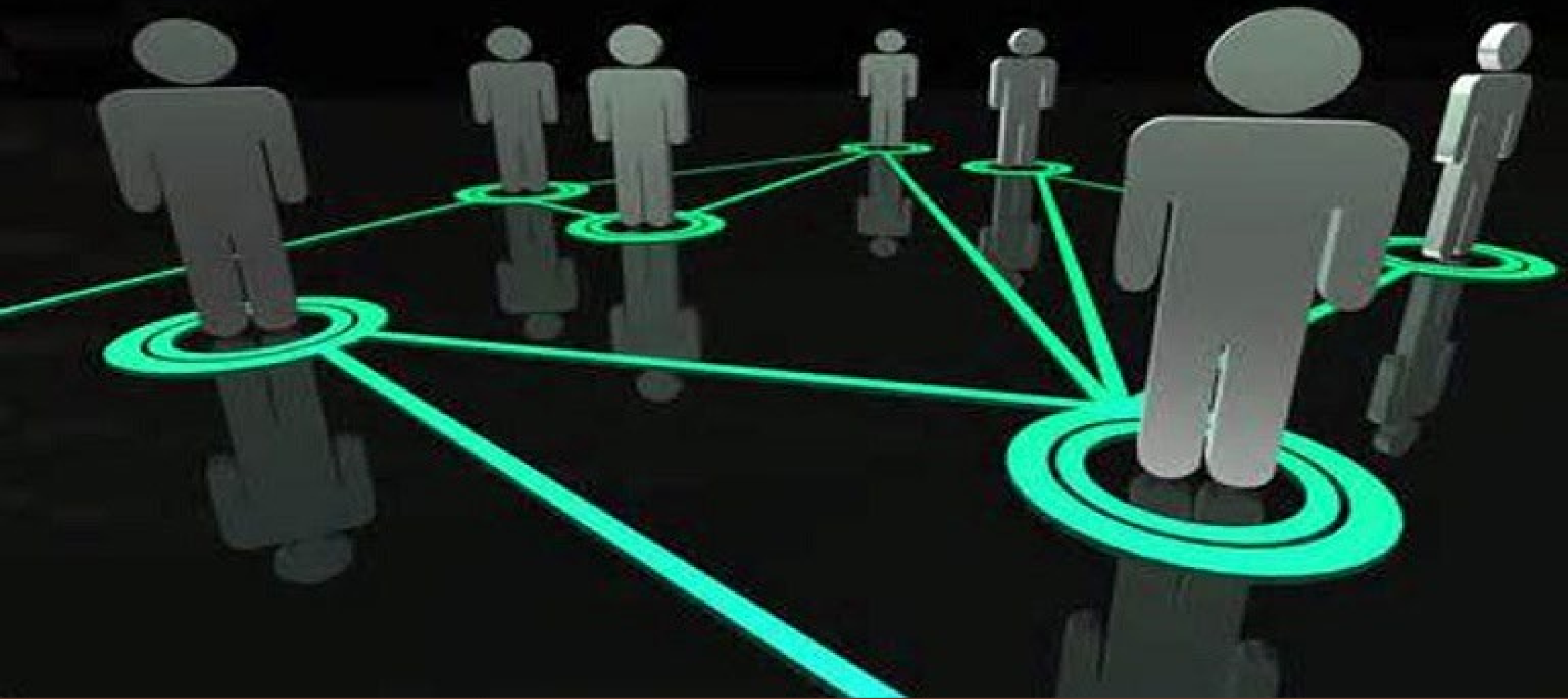
SHIPPENSBURG UNIVERSITY

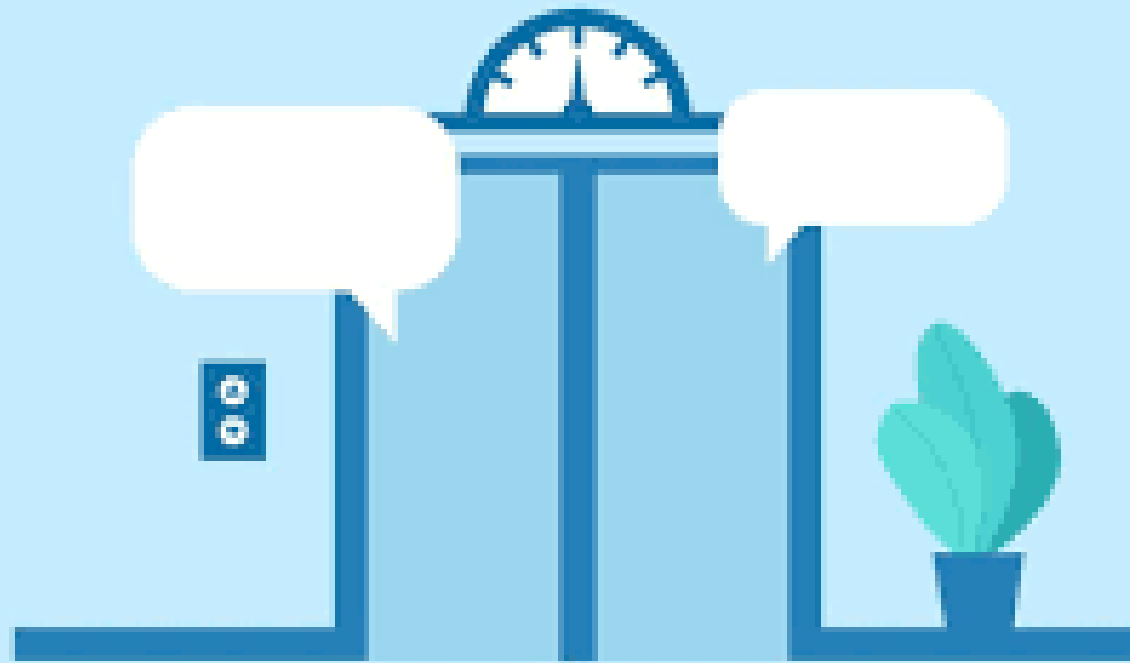
Strategic Communication



85% of jobs and
50% of internships
are secured through
personal
connections.

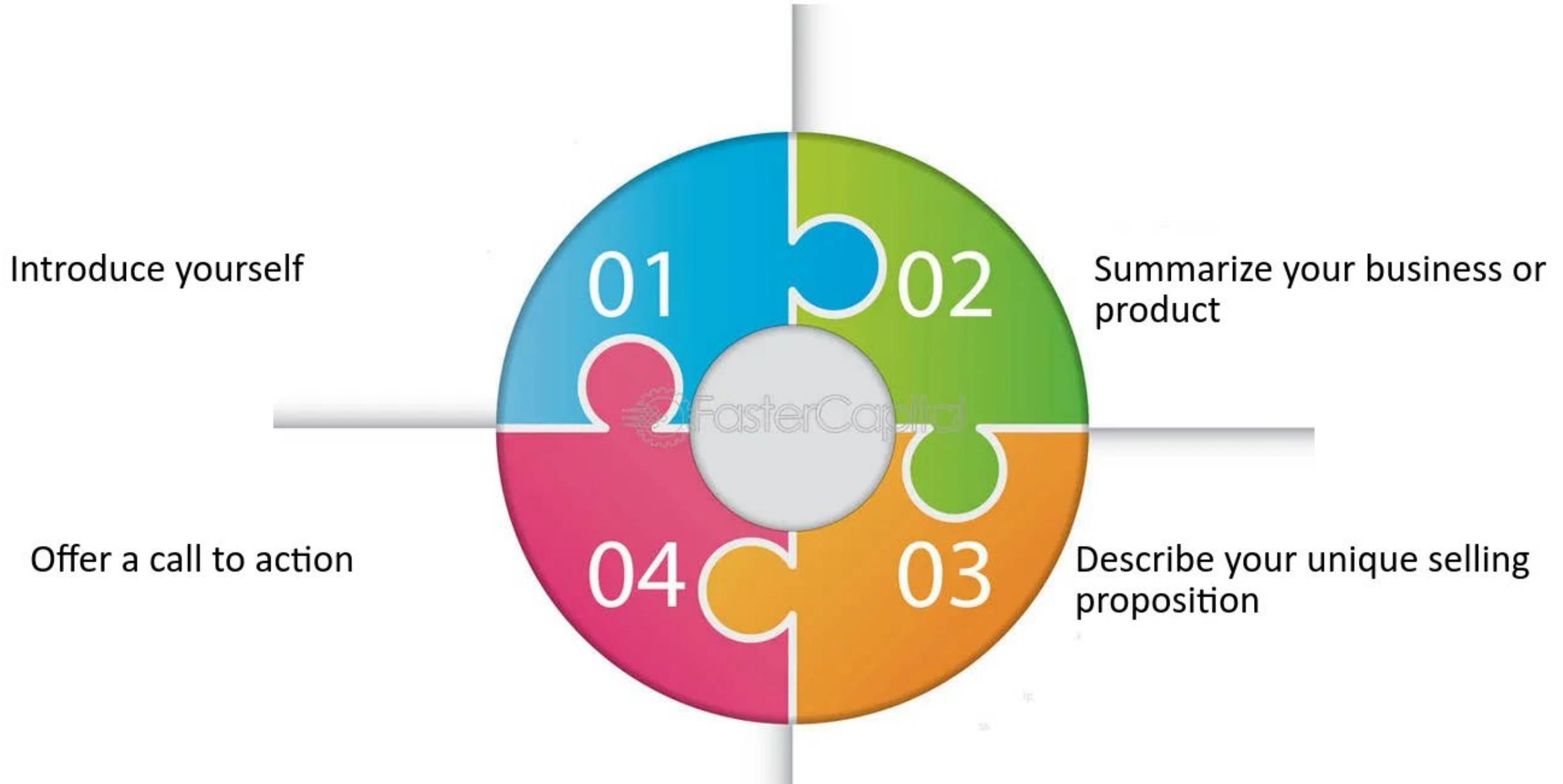
THE IMPORTANCE OF NETWORKING





THE ELEVATOR PITCH

The 4 Parts of a Great Elevator Pitch





Breakout Room #3

Your Job Fair Elevator Pitch

Let's Practice!

Scenario:

*You are attending a career fair and speaking with a recruiter. You have **30–60 seconds** to introduce yourself, highlight your banking internship, and leave a positive impression.*

Hello! My name is _____, and I'm a _____ major at _____.

This summer, I interned with _____ Bank, where I
_____.

During my internship, I developed skills in _____, _____, and
_____.

One accomplishment I'm especially proud of is _____.

I'm interested in opportunities in _____, and I'd love to learn
more about your organization and any internship or full-time opportunities you have available.

Thank you for your time! I'd love to stay connected.



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Career Readiness

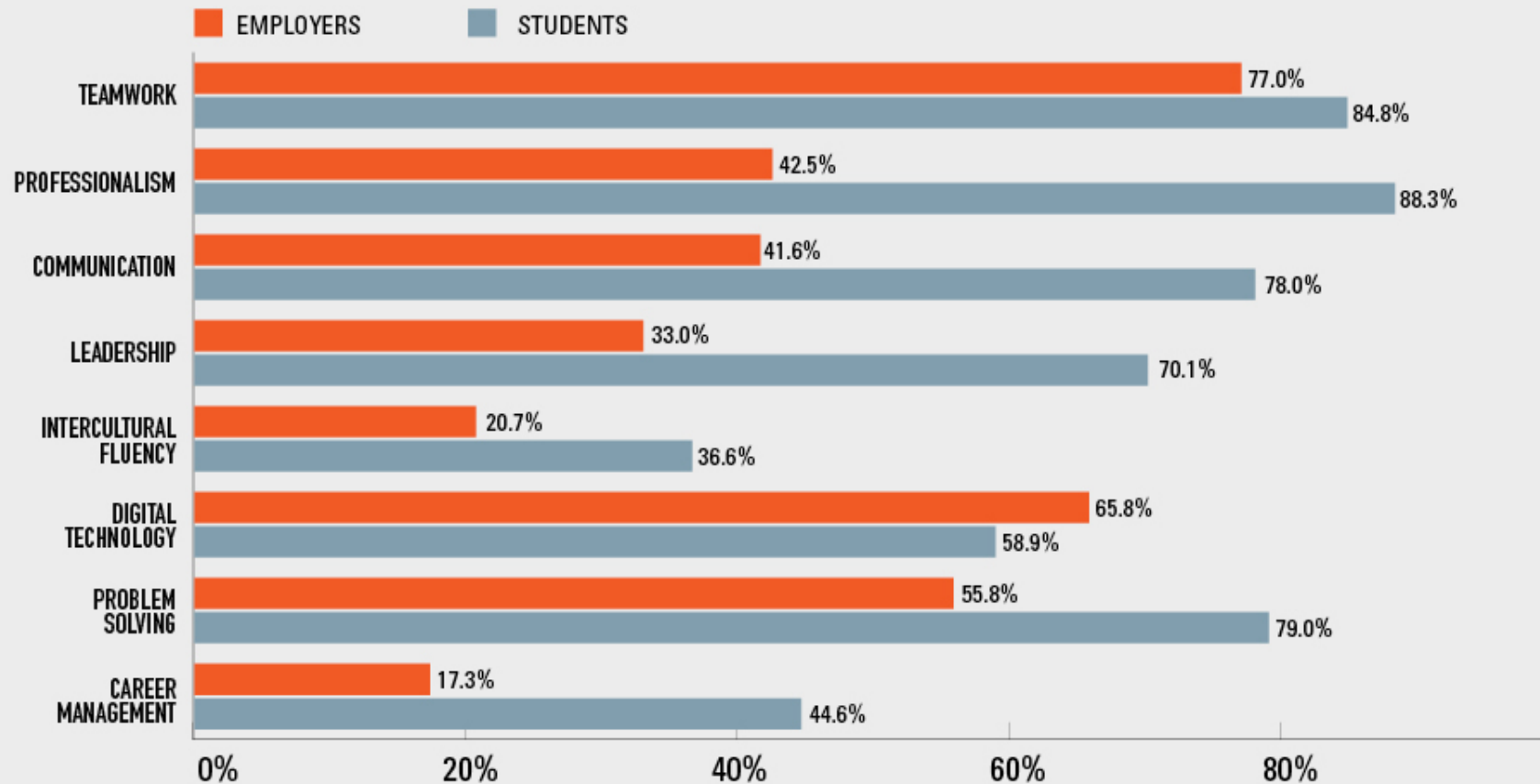
Employers say that ...



71% new grads are
somewhat well
prepared for work

Source: 2026 Job Outlook Spring Update

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

**ARE YOU
CAREER
READY?**



Let's Chat ...

What is Career Readiness?



Professionalism



Communication



Critical Thinking



Teamwork



Technology



Leadership



Equity &
Inclusion



Career &
Self-Development



**Career &
Self-Development**



Leadership



Communication



Professionalism



Critical Thinking



Teamwork



Equity & Inclusion



Technology

National Association of Colleges & Employers

Career Competencies

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, develop some examples of how you built some of these Career Readiness Competencies 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

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:

Utilized Microsoft Excel, banking software, and digital reporting tools to analyze customer and financial data, ensuring accuracy and supporting informed decision-making

Share your Resume Bullet Point Examples in the Chat Box!

NACE Career Readiness Competencies: Resume Bullet Examples

Summer Internship in a Bank

	Career & Self Development	• Took initiative to learn banking products and services, completing training modules and seeking feedback to strengthen my knowledge.	• Set personal goals to improve financial analysis skills and applied new learning to support team projects.
	Equity & Inclusion	• Collaborated with teammates from diverse backgrounds and respected different perspectives in team discussions.	• Supported the bank's commitment to inclusive customer service by ensuring all clients were treated with respect and empathy.
	Teamwork	• Partnered with a team of 4 interns to analyze community lending data and present recommendations to leadership.	• Assisted colleagues across departments to meet deadlines and deliver exceptional service to customers.
	Communication	• Clearly explained banking options to customers and internal partners, tailoring information to their needs.	• Prepared weekly updates and presented key insights to my manager and team.
	Leadership	• Volunteered to lead a project on improving intern onboarding, creating a guide that streamlined the process.	• Demonstrated initiative by identifying an opportunity to improve a workflow and proposing a practical solution.
	Technology	• Used Excel to analyze financial data and create reports that supported decision-making for the team.	• Learned and applied the bank's internal systems to process transactions accurately and securely.
	Critical Thinking	• Analyzed account trends to identify potential risks and opportunities, providing recommendations to my supervisor.	• Solved problems by evaluating data, questioning assumptions, and suggesting solutions that improved efficiency.
	Professionalism	• Consistently met deadlines, maintained confidentiality, and handled sensitive information with integrity.	• Demonstrated a strong work ethic by arriving prepared, managing my time effectively, and following through on commitments.

BRAND

YOU

Your
Image

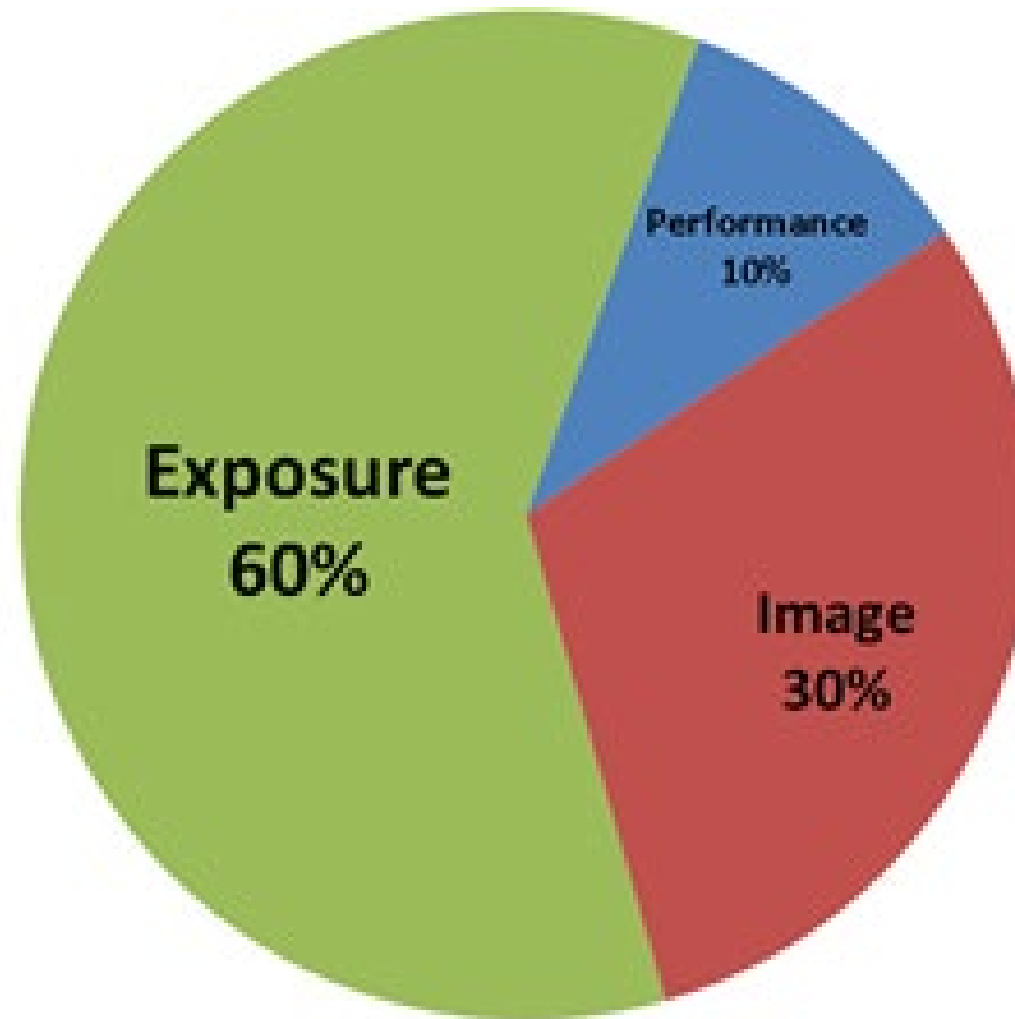
Your
Mission

Your
Values

Your
Vision

P.I.E.

Theory of Success





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.naceweb.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>

