

Exactly what *is* your Brand?

Cassandra Walker Pye



Your Personal & Professional Brand = Your...

- Values
- Core Competencies
- Qualities
- Style
- Soft Skills

Why does it matter?

- Competitive market (now and in your *future...*)
- You own the power
- Even the best don't sell themselves
- Networking made easier

Different Styles of Networking

- Informal
 - Serendipity, chance meetings
 - Personal, not just professional
 - Opportunity to reinforce your brand
- Deliberate
 - You know who you want to meet (established professionals, people who could hire you, peers, etc.)
 - You know where to meet them (local chapters of trade organizations, industry groups, alumni programs, conferences, etc.)

When networking online...



- Remember, your brand should be consistent
- Once it's 'up' it won't go away
- You *never* know who's looking
- Better to be safe than sorry
- It's the small things