



Differentiating the Brand Called “You”

Getting to the top of the Queue in a Challenging Market

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Seeking a new position in today’s market presents a huge challenge - how does a person get noticed among hundreds - maybe thousands - of others seeking the same position? Ask ten recruiters, and there will not be agreement as to the “sure” way. However, it is likely that they will all agree that to get attention, you have to try a variety of approaches.

Throughout the job search process, it is extremely important that all avenues lead to portraying yourself as being unique - standing above the others in some way, whether it is niche experience, accomplishments, or specific qualifications. Having the advantage is one thing...***getting notice of that advantage is your primary challenge.***

Many people think the résumé and cover letter are the keys to getting notice. However, the stacks of résumés are growing - and the recruiters are using all tools possible to assist them in deciphering who’s the best. It is a fact that having a clean, accurate, and easily-followed résumé is important - in fact, it is a given. Once you have it, however, there are several avenues to take to attract notice.

Once again, there is not one avenue to your next position. There are many...and all roads must be taken! Networking, direct marketing, responding to advertisements, joining on-line interest groups, networking - to name a few - are extremely important. And, it is also important that you do all of the above. Statistics have proven that there is not one method of securing a new position that is much more successful than the others. Every method must be pursued.

Chances are that your qualifications and experience will be matched by others. The challenge, then, is getting noticed - differentiating “you.” ***Personal branding has become a viable tool to set your qualifications above your competition.*** Utilizing technology to communicate your skills and experience can put you a step ahead of your competition.

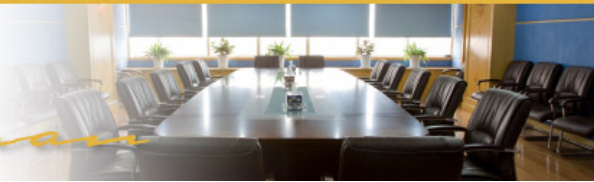
Care must be taken to make certain that the brand you perceive yourself to be is in fact the brand that you want the external world to see. Your public image will influence what others think of you, so it is extremely important that you give great care and planning to project an image that truly reflects the brand called “you.”

“Online” networking of your personal brand is essential. LinkedIn provides an excellent opportunity to expand your reach, and by completing your profile on LinkedIn, you will enhance your efforts to be found. Recruiters are utilizing LinkedIn more and more, and your profile can precisely identify your accomplishments and experience. Use LinkedIn to its fullest.

Summary

Personal Branding

- Primary challenge - getting noticed
- Personal branding - a viable tool that sets you apart
- Define and refine - who are you *really*?
- Promote “you” as an integral part of an organization
- Take advantage of technology to market the brand called “you.”



The use of a personal website can assist also the process of being found. You are literally preparing a site for others to visit. The site is created by you, about you, and for those whom you may or may not know. You are in the public domain, so the accuracy and portrayal of your brand is critical.

As you define and refine your brand, it is important to remember that you are creating a marketable image of "you." Use your website to communicate who you are - and what makes you different. *Define who you really are...*not who you "think" you are. As you state your core values, would others recognize and agree that they accurately describe you?

Equally important is how the brand called "you" will fit into the potential market. *While promoting "you" is necessary, promoting "you" as an integral part of an organization is essential.* Avoid the ego trip and state clearly what "you" bring to an organization, what "you" can do for an organization, and how "you" intend to do it.

The brand called "you" is marketable - how marketable is entirely up to you. Personal branding takes advantage of technology to manage your worldwide image - utilizing your personal website, blog, email, professional links....doing whatever it takes - and building an accurate and precise image of "you" that makes your next employer want to know more about you.

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