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## Career Tips Thursday - 28 September 2023

### Creating your personal brand

#### Exercise 1: Drafting your personal brand statement

**Exercise (5 minutes):** In one or two sentences, please draft your personal brand statement.

a) Start by gathering your thoughts and answer the questions below:

#### **WHAT:**

- Identify your key and unique attributes
- Identify your professional goals

#### **WHOM:**

- Identify your audience / network

#### **HOW:**

- List how you will bring value to your clients / network

b) It is time to put together your ideas (1 or 2 sentences max). Make sure to use **your own style** and make the statement **unique** and **memorable**, a reflection of yourself that you will carry at work and in your professional (social) networks.



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**Exercise 2: Use your personal brand statement to come up with an elevator pitch.**

**Exercise (5 minutes):**

- a) In writing your elevator speech, please ensure you touch upon the below points:
- Your experience / career
  - Your strengths
  - Your mission / vision
  - Your target audience
  - Your achievements
  - Your credibility
- b) Now that you have your elevator speech, rehearse it to ensure you stick to the **important elements** and you remain within **30 seconds**, the time of an elevator ride.