

Personal Brand Workshop

Pre-work: you can take one or all of these personality and strengths tests to allow you a more holistic view of your strengths and how you do what you do. This will help hone your unique selling point and your value-added in the workplace. Please ensure you complete this before the workshop, as we will be using them in breakout sessions.

- [VIA Strengths survey](#)
- www.high5test.com
- <https://www.16personalities.com/free-personality-test>

Strengths

Please note your top 3-5 strengths:

Work in session:

Strengths Breakout session questions:

- What surprised you?
- What resonates most about your top strengths?
- How do you use these strengths in your professional/personal life?
- How could you express one or more of these on LinkedIn or in networking conversations? Use a couple of sentences to describe yourself.

Values

Please note your top 3 – 5 values:

Brand exercise:

Let's run through your skills in detail:

SKILLS – abilities, talents (what you do naturally well) / technical skills (related to job) / know-how expertise, functional knowledge

PROFESSION – title, role, responsibilities / approach

REASONS – professional experience / results, ranking, diplomas / intellectual properties / initiatives or project / publications

IDENTITY – personality traits / personal and professional history / beliefs, personal challenges, ambitions, values

FUNCTIONAL - What will you do?

EMOTIONAL - What energy or emotional component do you provide?

EXPERIENTIAL - What experience do you involve others in?

CULTURAL/SOCIAL - What is your contribution?

ASPIRATIONAL – How do you motivate others to a higher goal or your vision?

Personal Brand template

- Who you help,
- How you help them,
- And why it makes their life better

I am someone who [core strengths/traits] / **I am passionate about** [your key interests, values, or purpose] / **I bring** [specific skills, experience, or unique approach] / **to** [the people or environments you want to impact]. / **I want to be known for** [the legacy, transformation, or contribution you're aiming to make]. / **What makes me distinctive?**

Key Elements to Include

1. **Strengths** – What you naturally do well (e.g. empathy, strategy, communication)
2. **Passion/Values** – What drives or motivates you (e.g. authenticity, growth, equity)
3. **Skills/Experience** – What you offer (e.g. mentoring, program design, sound healing)

4. Audience – Who you help or serve (e.g. professionals in transition, retreat participants)
5. Impact – What you want people to remember about you or gain from you

PERSONAL BRAND STATEMENT:

Follow-Up Suggestions/ homework

- Finalize LinkedIn updates.
- Reach out to one new or old connection.
- Post a brief “what I stand for” or “what I’m exploring” piece to build visibility on LinkedIn – perhaps learn more on the LinkedIn & Networking Workshop.

Gift of Authenticity

1. What blocks authenticity?
2. What does authenticity mean to you?
3. What is the value of authenticity for you?

Part 1: Barriers

Think of times when you were not (fully) authentic. What pushed you to “fake it,” or got in the way of “the real you” coming forward?

Situation	Barriers or Obstacles



Part 2: Draw an image or find an object

Let's use our creative brains to explore authenticity in a different way. Please make a drawing or find an object to represent your concept of authenticity

1. We will now reflect on the concept of authenticity by quietly answering to these questions:
 - **What does Authenticity mean to you?**
 - **Is it important, why?**
 - **Is it changing in the current era of AI, social media, etc? How?**
 - **What gets in the way of your own authenticity? What helps you be authentic?**
 - **Do you want to engage with more authenticity this year? In what ways?**

Part 3: Reflections

After sharing your object or drawing with others, consider:

What are some insights about authenticity you've collected from making and seeing yours and your colleagues' drawing/s and object/s? What is the value of authenticity for you?



BRANDING FROM THE INSIDE OUT: AUTHENTICITY AND EQ IN ACTION

Today's host



Sara Canna

Lead, Career Development and
Organizational Learning



Alison Osborne

Learning Officer, Career Development and
Organizational Learning

House Keeping Rules

- You are muted by default. The chat function is disabled.
- If you have any questions, please submit them through Zoom Q&A button.
- The session will be recorded. The recording and presentation will be available on: Inter-Agency Career Week webpage



Due to the large number of participants in this session, we might not be able to respond to all of your questions.

Thank you for your understanding.





How are you doing today?



What do you hope to get out of this session?



- Creative and reflective exercises
- Working individually and in pairs in breakout sessions
- PB Statement/tell me more
- Action steps





Unique combination of skills and experiences that make you who you are



How you present yourself to the world



And differentiate yourself from others

you.
right now.



authenticity

The meaning of authenticity can be understood in several ways:

- **Genuineness** – Being real, not fake or imitation.
- **Truthfulness** – Representing oneself or something accurately and honestly.
- **Integrity** – Acting in alignment with one's values and beliefs.
- **Originality** – Being unique and not a copy of something else.
- **Self-awareness** – Understanding and embracing one's true self.
- **Consistency** – Behaving in a way that aligns with one's identity over time.
- **Trustworthiness** – Being reliable and sincere in actions and words.

Authenticity is about being true to oneself and expressing that truth in thoughts, words, and actions.

whys of authenticity



gifts of authenticity



Find an object that represents authenticity to you

In pairs:

- What does Authenticity mean to you?
- Is it important, why?
- Is it changing in the current era of AI, social media, etc? How?
- What gets in the way of your own authenticity? What helps you be authentic?
- How does authenticity show up in your brand?



Why you need a personal brand



TO STAND OUT



**SPECIALIZATION
OR UNIQUENESS**



**DRAW DESIRED
AUDIENCE**



REBRAND



AUTHENTICITY

I am south sudanese refugee in Uganda. I make music, create awareness of the refugee crisis, share my passion and vision for peace, and develop skill development, education and peace projects for/with refugees in Uganda. If I am not doing any of that, I am probably drinking water and advocating for veganism.

Still just a girl who wants to learn. Youngest-ever Nobel laureate, co-founder @malalafund and president of Extracurricular Productions

*Autistic climate justice activist
Born at 375 ppm*



What are your top strengths?

PREPARING TO SHARE YOUR STRENGTHS - 8' REFLECTION



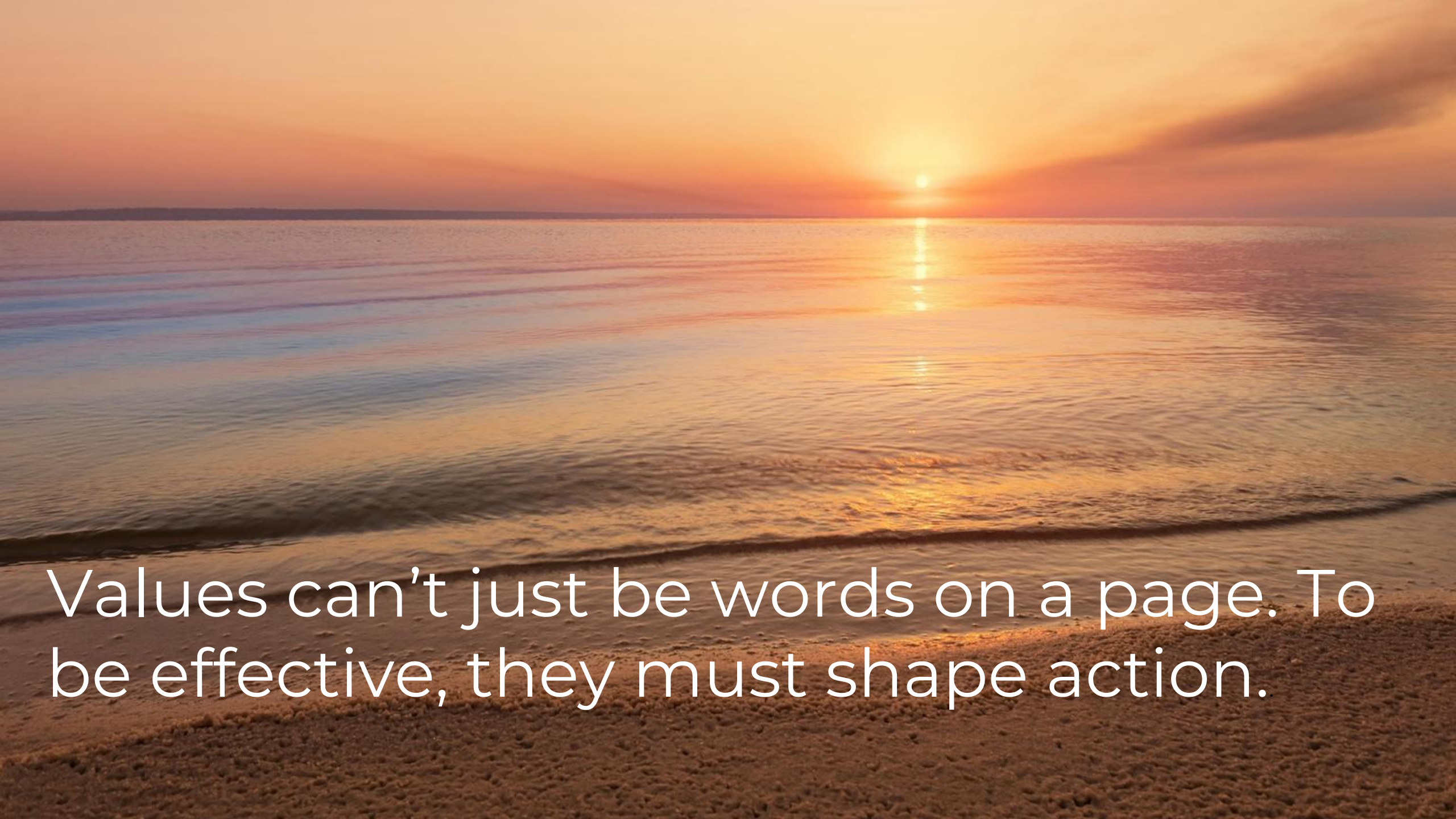
YOUR SKILLS :

- Talents
- Profession
- Reasons
- Identity

HOW YOU DO WHAT YOU DO:

- Functional
- Emotional
- Experiential
- Cultural
- Aspirational

WHO ARE YOUR AUDIENCE?
HOW DO YOU CONNECT WITH THEM?
IN WHAT GROUPS OR SPACES ARE THEY FOUND?



Values can't just be words on a page. To be effective, they must shape action.



What values guide you in work or in life?



So what is a personal
brand statement? What's
an elevator pitch?





TELL A STORY...

- Short intro to who you are
- Key attributes or achievements
- Your vision, your passion, your direction
- Unique traits, behaviours, skills (USP)
- Experience, credibility
- Conversational and versatile
- Who is your audience? on point
- Confidence, clear not detailed
- Not what you're not
- Effective practice & full stop





Where is it appropriate?



LinkedIn



Elevator Pitch -
Everyday
opportunities



Introductory
paragraph on
CV Profile



Performance
reviews



CV gap –
change in
direction



First meeting –
networking



Approaching a
mentor,
shadow



Start of
interview – so
*tell us a little
about yourself?*

Administrative Assistant

I am someone who brings structure, reliability, and initiative to team environments. I am passionate about supporting others to succeed and creating efficient, positive workplaces. I bring over 15 years of experience in administration, coordination, and behind-the-scenes problem-solving. I want to be known as the go-to person who makes things run smoothly and helps the whole team shine.

Health & Policy Professional

I am someone who combines analytical thinking with strong communication skills to drive health outcomes. I care deeply about evidence-based decision-making and long-term impact. With a Master's in Public Health and experience in cross-sector collaboration, I bring a strategic yet grounded approach to influencing policy and supporting sustainable solutions. I want to be known for helping translate complex data into meaningful, people-centred change.

SUPER SIMPLE BRAND STATEMENT

- Who you help
- How you help them
- And why it makes their life better



Personal Brand Statement Template – 5'

I am someone who [core strengths/traits] / **I am passionate about** [your key interests, values, or purpose] / **I bring** [specific skills, experience, or unique approach] / **to** [the people or environments you want to impact]. / **I want to be known for** [the legacy, transformation, or contribution you're aiming to make]. / **What makes me distinctive?**

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What action are you going to take forward from here?

UN Inter- Agency Career Week 2025 Agenda

16 - 20 June



	Monday, 16 June	Tuesday, 17 June	Wednesday 18 June	Thursday 19 June	Friday, 20 June
03:00-04:00 (New York) 09:00-10:00 (Europe) 10:00-11:00 (Nairobi) 14:00-15:00 (Bangkok)	Pres (E) - Embracing Your Career Journey in a VUCA World - Unlocking the Power of Learning Agility	Pres (E) - Your career is more than your next job	PD (E) - Career Conversations with colleagues on Inter-Agency mobility	Pres (E) - Skills for the Future of Work	Pres (E) - NextGEN Talent Acquisition: Insights from Recruiters
04:30-05:30 (New York) 10:30-11:30 (Europe) 11:30-12:30 (Nairobi) 15:30-16:30 (Bangkok)	Pres (E) - Charting your Blue Ocean: Identifying Emerging Opportunities and In-Demand Roles	PD (F) - Conversation de Carrière (Parcours Leadership)	Pres (E) - Navigating Inter-agency moves: key questions to consider	PD (F) - Conversations de carrière avec des collègues sur la mobilité inter-agences	Pres (E) - Demystifying Job Searching in the UN System
06:00-07:00 (New York) 12:00-13:00 (Europe) 13:00-14:00 (Nairobi) 17:00-18:00 (Bangkok)	Clinic (F) - Optimisez votre PHP : Clés pour une Candidature Réussie	Clinic (F) - Entretien basé sur les compétences pour les candidats	Clinic (F) - Réseautage Stratégique : Créer des liens, créer des chances	Pres (E) - Your application and the process	PD (E) - Recruitment for Global Impact: Insights from Purpose-Driven Organizations
07:30-08:30 (New York) 13:30-14:30 (Europe) 14:30-15:30 (Nairobi) 18:30-19:30 (Bangkok)	Clinic (E) - Successfully crafting your Personal History Profile / P11	Clinic (E) - CBI for applicants	Clinic (E) - Demystifying Networking for Career growth	Clinic (E) - Career Pivot into the Private Sector	PD (E) - How Volunteering Shapes Future Careers
09:00-10:00 (New York) 15:00-16:00 (Europe) 16:00-17:00 (Nairobi) 20:00-21:00 (Bangkok)	Keynote Speakers (E) - Pursuing your Success : Skills for Career Development	Keynote Speakers (E) - Unlocking Career Potential: The Power of Continuous Learning and Training	Keynote Speakers (E) - A holistic approach to career development	Keynote Speakers (E) - Onto the Balcony: Leadership Insights from a Personal Journey	Keynote Speakers (E) - Keynote Address by David Bearfield (UNDP)
10:30-11:30 (New York) 16:30-17:30 (Europe) 17:30-18:30 (Nairobi) 21:30-22:30 (Bangkok)	Pres (E) - Your Personal Journey	PD (E) - The Leadership Equation: Integrity, Innovation, and Impact	PD (E) - Getting into the international professional category - Moving to a different UN Organization	PD (E) - Career Conversations with colleagues on Interns and Fellows	Pres (E) - Creating Your Personal Learning Strategy
12:00-13:00 (New York) 18:00-19:00 (Europe) 19:00-20:00 (Nairobi) 23:00-00:00 (Bangkok)	Pres (S) - El CV como herramienta de impacto	Pres (E) - Branding from the Inside Out: Authenticity and EQ in Action	Clinic (S) - Desmitificando el Networking para el Crecimiento Profesional	Pres (E) - From Federal to Civilian: Resumes & Job Search Strategies	Clinic (S) - CBI para solicitantes
13:30-14:30 (New York) 19:30-20:30 (Europe) 20:30-21:30 (Nairobi) 00:30 ⁻¹ -01:30 ⁻¹ (Bangkok)	Pres (E) - A Mind-Blowing Tour of AI Tools to Accelerate Your Career	PD (S) - Voces de Impacto: Liderazgo que Transforma	Pres (E) - Resilience and Adaptability in times of change: "Bending without breaking"	PD (E) - Navigating and supporting the careers of women in the UN system	Pres (E) - CV writing - transforming tasks into achievements
15:00-16:00 (New York) 21:00-22:00 (Europe) 22:00-23:00 (Nairobi) 01:00 ⁻¹ -02:00 ⁻¹ (Bangkok)	Pres (S) - Entrevistas de trabajo eficaces en el sistema de las Naciones Unidas	Pres (E) - Effective Interviewing Skills in the UN	Pres (S) - Cómo completar un perfil para solicitar un puesto de manera efectiva	Pres (E) - Step Into your Future: How to set big goals and unlock your potential as a leader	Pres (E) - Reset and Recharge: Reconnecting with what grounds us



THANK YOU! MERCI ! ¡GRACIAS!

The presentation, recording and other resources will be shared on our dedicated Inter-Agency Career Week Page.

Please fill out the [Evaluation Survey](#). Your feedback matters to us!



If you have any questions, please reach out to careerdevelopment@who.int.