



Branding

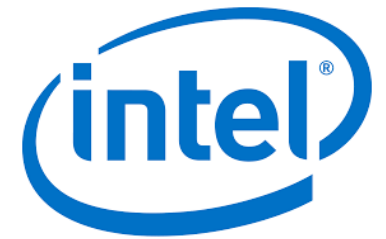
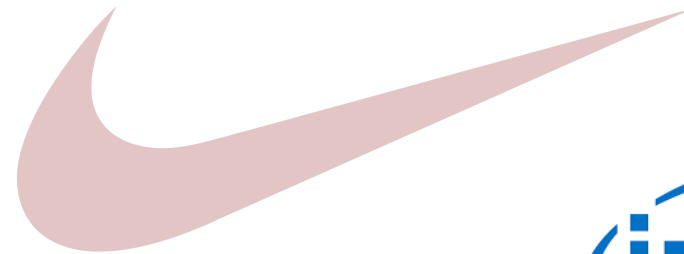
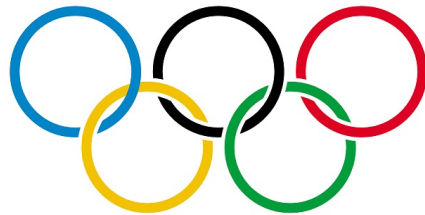
it is all about you

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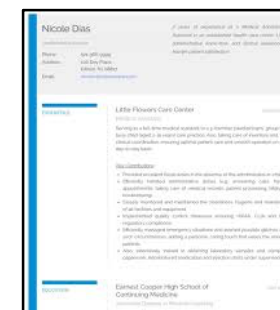




Does This Apply to Me?

Nurse	Cardiologist	Priest	Rabbi
Biotech Engineer	Artist	Singer	Politician
HR Professional	Customer Support	Driver	Fire Fighter
Public Relations	Mother	Care Giver	Facilities
Call Center	Author	Police Officer	Receptionist
Painter	Technical Writer	Activist	Soccer Player
Database Guru	Housekeeper	Entertainer	Mascot
Retail Clerk	Actor	Baker	Millennial
Doctor	Musician	Restaurant Owner	Executive Assistant
Insurance Adjuster	Rock Star	Veterinarian	Retired
Aerospace Engineer	Hair Dresser	Graphic Artist	Athlete
Astronaut	Executive Assistant	Pastry Chef	Retail Owner
Sales Professional	Recruiter	Architect	Quarterback
Grocery Manager	Teacher	Paramedic	Movie Star
QA Engineer	Principal	Plumber	Investor
Pilot	Civil Engineer	Electrician	Football Coach
Farmer	Consultant	TV Star	Au Pair
Manager	Photographer	Newscaster	Publisher
Chef	FAB Technician	Superhero	Golf Pro
Event Planner	Manufacturing Leader	Father	Baseball Player
Part Timer	Assembler	TSA Agent	Parking Enforcer
Full Time	Flight Attendant	Flight Attendant	Waiter
New College Grad	Software Engineer	Security Officer	Gardner
Veteran	Hardware Engineer	Banker	Soldier

Are You Your Resume?





My Face / First Impression

Who am I?

What is Important to me?

Personal Values?

Skills?



What's the Secret?



- Consistent
- Sharp
- Easy (*color/style*)
- Representative
- Appropriate
- Reusable

Elevator Pitch

(you can have more than 1)

Know yourself, your skills, your values

- ✓ What is easy for you?
- ✓ What do you like to do first?
your passions & interests?
- ✓ Where do you procrastinate?
- ✓ “The stay interview”

- ✓ Things you can do
- ✓ What You know
- ✓ Who are you
- ✓ What roles can you play?
(Hats you can wear)

- ✓ **Why** are you looking now?
- ✓ What are you **looking for**?
- ✓ How will your **make a difference**?

S.O.A.R.

(ref: Michelle Neal, Lee Hecht Harrison)

Situations

share or describe a situation - objectives

Obstacles

what was in your way? What did you need to do in order to get things done?

Actions

what did you do? How did you do it. Can you give a 1-2-3 statement?

Results

how did you benefit the company? Do you have numbers? Was it sustainable?



Keep in Mind



10 people 50 instructions

Your brand

Confidence

Know your audience

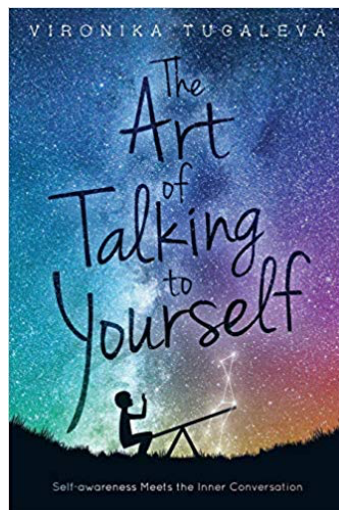
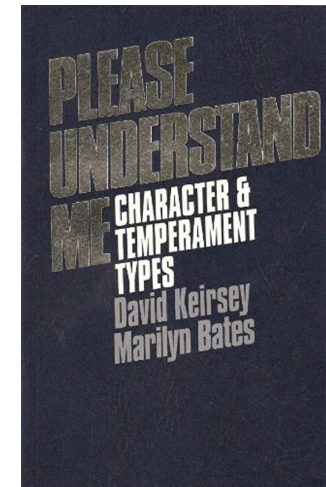
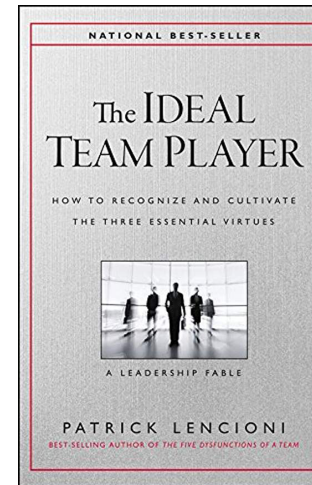
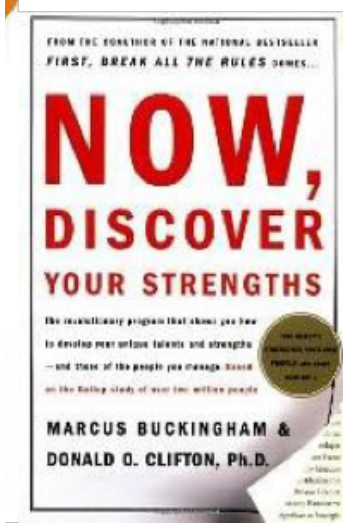
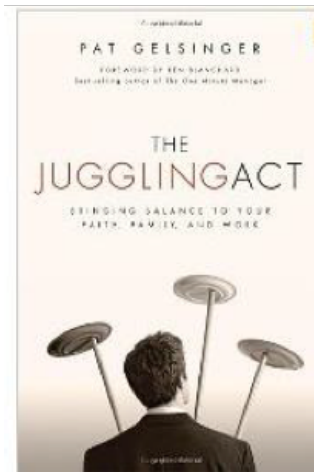
You never know who is listening

Trust is automatic – keeping it is hard work

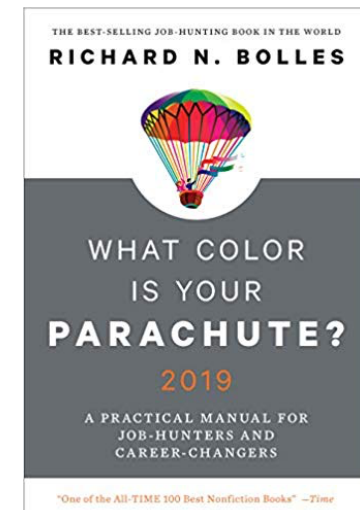


trust in you ❁ Sisyphus ❁ simple is not always easy ❁ build your team

Discover More



<https://www.16personalities.com>



A photograph of a sandy beach with waves in the background. A series of footprints leads from the water towards the foreground. The text is overlaid on the image in a stylized font.

a journey

a destination

have focus

be curious

have confidence

take your steps



Branding

just do it!
you know you can!

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Resources and Tools



Three Questions for Career Clarity

The Three Questions

Why

This exercise will help you gain a more sharp view on what is truly important to you, to your role, and to your future. At times, it's very hard to peel away the covers and look at where we want to be and what, at times, could be in our way. Our first step is clarity.

What

A one page worksheet. A calm, quiet, and un-interrupted space. At least 30 minutes of your time. An investment in YOU.

How

Many things are quite simple, they are just not easy. This exercise is not complicated, not cumbersome, not overweight – again, it's very simple – it is just not easy. This will take some quiet time, some consideration, some honest thought.

Step 1

Take the following worksheet and either print it or have it on your laptop.

Step 2

Think, ponder, consider, meditate, visualize, evaluate, discover, and illuminate.

Step 3

Document

Step 4

Share

Definitions

I want more of

As you consider the next steps in your career – regardless of what they are – what do you love about your current role? What motivates you? What makes you excited on a Monday to go to work?

I want less of

Not the mirror opposite of the previous question; rather, consider those things that distract you from your goals. Try to identify the behaviors or blocks to you enjoying your day.

I will make an investment or sacrifice

In order to take a step, sometimes we need to move back, sideways, or slantways. As we identify our goal, sometimes we need to sacrifice commute time or miss out on something. Maybe I just need to go back to school? What sort of investment could you possibly need to get to the goal you have clarified?

1. *Journal of the American Medical Association*, 2000; 283: 2689-2696.

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Knowing My Strengths

Top 10 Skills – What I Bring to the Table

	My Skill	Why?
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		



16 Personalities (Myers Briggs)

Who Am I? (from 16 Personalities)

ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ

E / I	S / N	T / F	J / P

- *What motivates me?*
- *What makes me easy to work with?*
- *What should people know about working with me?*

What Did I Notice?

E / I

S / N

T / F

J / P