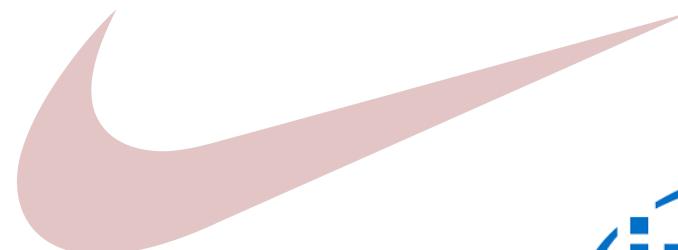


Branding

it is all about you

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Jonathan Thalberg
408-202-5119





Does This Apply to Me?

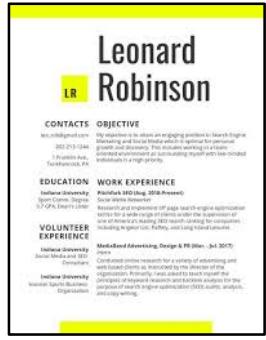
Nurse
Biotech Engineer
HR Professional
Public Relations
Call Center
Painter
Database Guru
Retail Clerk
Doctor
Insurance Adjuster
Aerospace Engineer
Astronaut
Sales Professional
Grocery Manager
QA Engineer
Pilot
Farmer
Manager
Chef
Event Planner
Part Timer
Full Time
New College Grad
Veteran

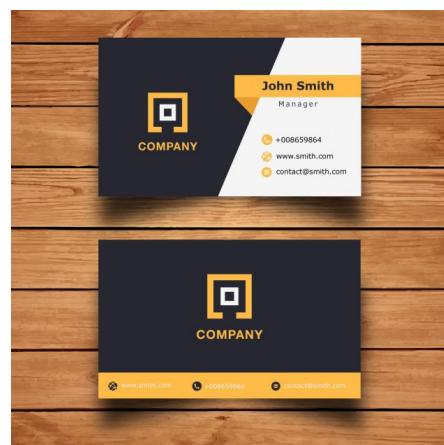
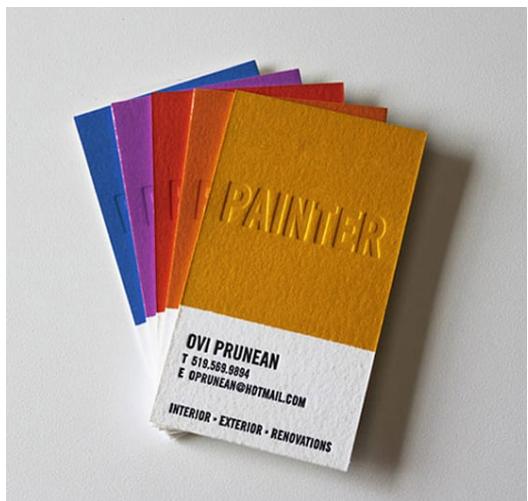
Cardiologist
Artist
Customer Support
Mother
Author
Technical Writer
Housekeeper
Actor
Musician
Rock Star
Hair Dresser
Executive Assistant
Recruiter
Teacher
Principal
Civil Engineer
Consultant
Photographer
FAB Technician
Manufacturing Leader
Assembler
Flight Attendant
Software Engineer
Hardware Engineer

Priest
Singer
Driver
Care Giver
Police Officer
Activist
Entertainer
Baker
Restaurant Owner
Veterinarian
Graphic Artist
Pastry Chef
Architect
Paramedic
Plumber
Electrician
TV Star
Newscaster
Superhero
Father
TSA Agent
Flight Attendant
Security Officer
Banker

Rabbi
Politician
Fire Fighter
Facilities
Receptionist
Soccer Player
Mascot
Millennial
Executive Assistant
Retired
Athlete
Retail Owner
Quarterback
Movie Star
Investor
Football Coach
Au Pair
Publisher
Golf Pro
Baseball Player
Parking Enforcer
Waiter
Gardner
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”
- ✓ **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

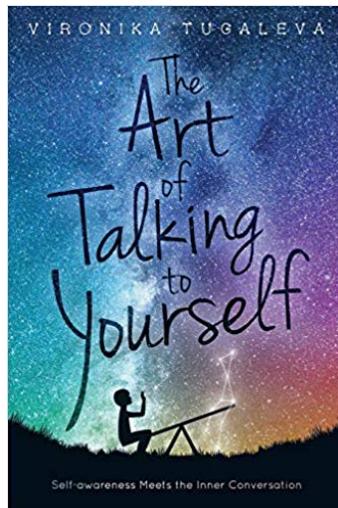
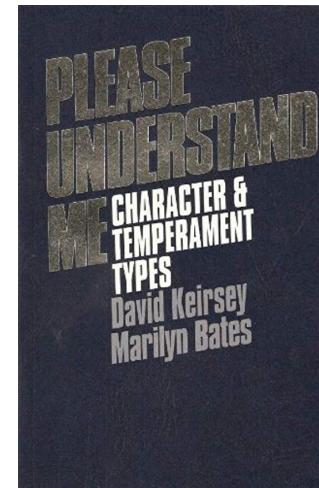
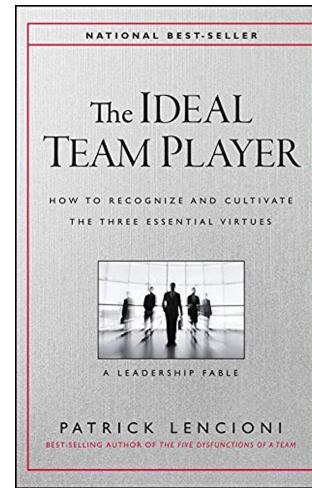
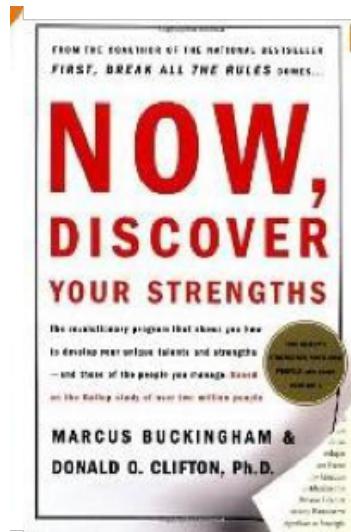
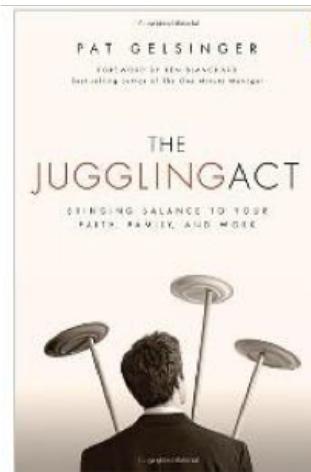
You never know who is listening

Trust is automatic – keeping it is hard work



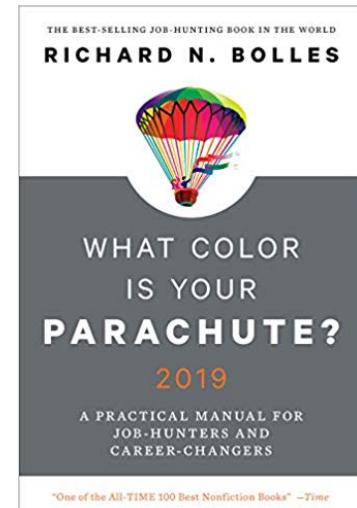
trust in you * Sisyphus * simple is not always easy * build your team

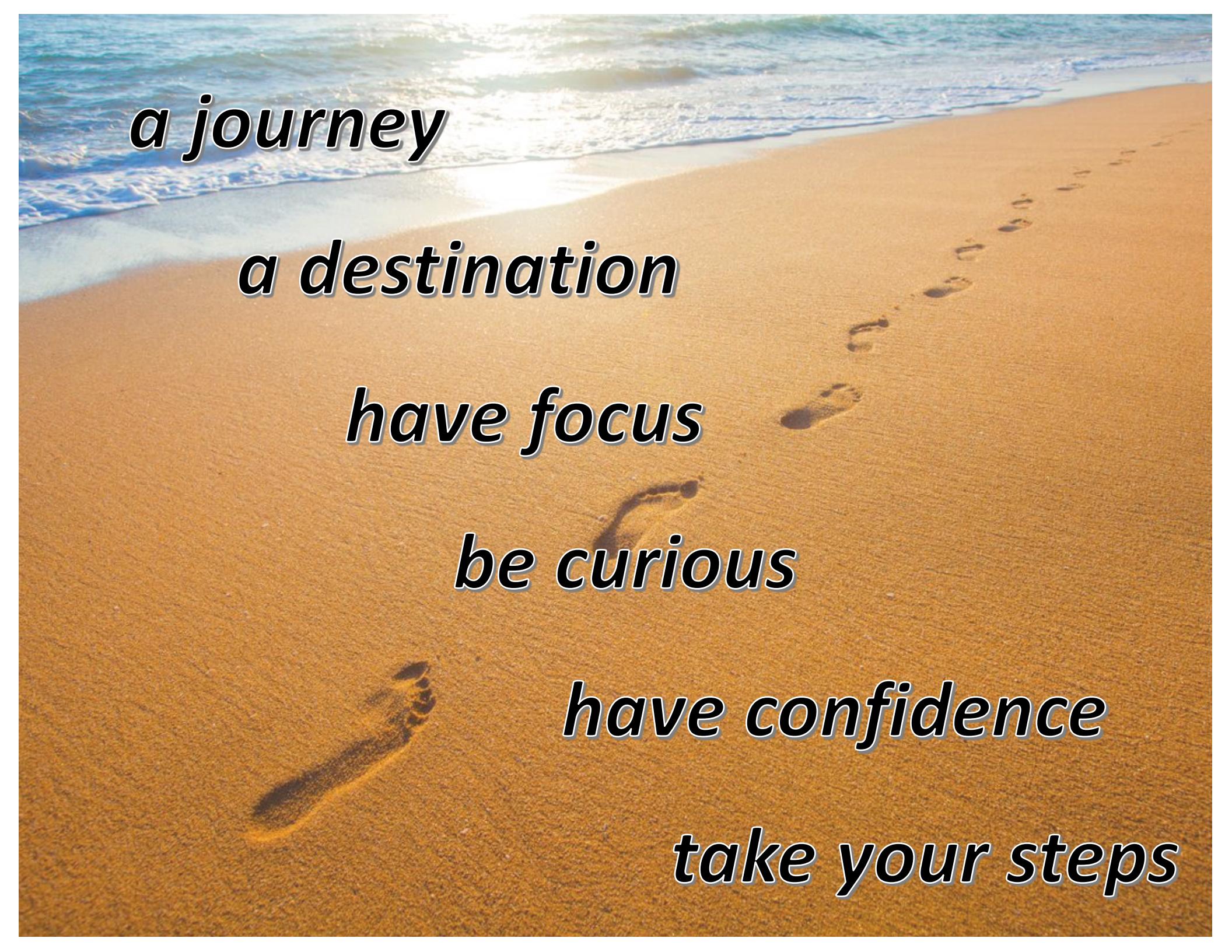
Discover More



16 Personalities

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





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?

In My Next Role

I want more of

I want less of

I will make an investment
or sacrifice

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)



| 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