

## Personal Brand Pyramid

- **A brand pyramid is a tool companies use in developing and defining brands**
- **Your personal brand pyramid can be used as a blueprint for crystallizing your brand in order to more eloquently describe your value proposition. We suggest that you create from the bottom up, starting with your accomplishments and ending with your brand essence.**
- **Your key resources are the results of the Career Leader self- assessment, a review of your resume and personal background plus feedback from others- i.e. Career Advisor, Co-Workers, Classmates, Family**
- **Your brand pyramid will be the foundation for your Personal Introduction, LinkedIn Summary and Cover Letters**
- **Your brand pyramid can be customized to specific roles/ industries you are targeting. Your brand essence and personality will remain constant. You will be highlighting interests, motivations, differentiators, skills and accomplishments that align with the role and recruiter you are targeting. It will be important to research the company and role including studying the job description, website, current news, online resources and ideally engaging alums.**

# Personal Branding Pyramid

## Brand Essence

Your compelling core proposition that delivers on what you say and do

## Personality

Your human characteristics that reflect in your choice of words and actions

## Differentiators

Your key differentiators from others in your field

## Interests & Motivations

Your personal values, motivations and passions – the things that energize you

## Soft Skills

Your interpersonal “soft” skills

## Hard Skills

Your functional “hard” skills

## Accomplishments

Your accomplishments that deliver on your skills, values and differentiators

## Personal Brand Pyramid Exercise

### 7- Brand Essence

- Your compelling core proposition that delivers on what you say and do in your professional and personal life
- *This is completed after you have finalized the other pyramid items. It is helpful to discuss with others who know you well*

### 6- Personality

- Your human characteristics reflected in your choice of words, actions
- *How do people describe you? What's your writing style, personal style?*

### 5- Differentiators

- Your differentiators from others in similar field/situation
- *Which of your Interests, Motivators, Skills, Qualities and Experience are different from others- and compelling. Consider your answers below and choose 3*

### 4- Interests & Motivations

- Your personal interests, motivations, passions; things that energize you
- *Review your Career Leader results under My interests and Motivators; also consider your passions- both personal and professional. Write 3-5 in box*

### 3- Soft Skills

- Your interpersonal "soft" skills
- *Review your Career Leader results for My Skills under Interpersonal Effectiveness & Power and Influence Skills. What are showing up that make sense for you? What others are not included? Write 5-7 in box*

### 2- Hard Skills

- Your functional "hard" skills
- *Review your Career Leader Skills results for My Skills under Analysis and Strategic Decision-Making and Bringing Management Structure. What are showing up that make sense for you? What others are not included? Write 5-7 in box*

### 1- Accomplishments

- Your key accomplishments; tangible means of delivering on your skills, qualities, experience and differentiators
- *Review your resume and think about your key professional and personal accomplishments. List 3 of your most significant*

**Note: Fill out the pyramid from the bottom up, starting with #1- Accomplishments. Focus on key words and bullet points.**

# Example Pyramid

## 7. Brand Essence

Delightful Dichotomy - Creative & Analytical; Out of the Box & Down-to-earth

## 6. Personality

Adventuresome, Creative, Enthusiastic, Curious, Disciplined, Determined, Down-to-Earth

## 5. Differentiators

- 1- Marketing Experience at two large multinational companies (Anheuser-Busch & Emerson)
- 2- Excels at both the creative (developed new marketing programs and products) and analytical (analyzed sales and consumer data) aspects of marketing
- 3- Experienced with full range of marketing responsibilities- website design, loyalty programs, marketing research, brand innovation, social media, packaging design

## 4. Interests & Motivations

Shopping in new & interesting places, learning about different cultures, working in a creative environment, bringing people together, understanding consumer behavior

## 3. Soft Skills

Listening, Assertiveness, Oral Communication, Leadership Confidence, Influence

## 2. Hard Skills

Creative Thinking, Strategic Thinking, Quantitative Analysis, Written Communication, Decisiveness, Fluent in German

## 1. Accomplishments

- 1- Led team during Anheuser-Busch internship that developed new Bud Light marketing concepts to appeal to millennial consumer such as social media marketing campaigns, new packaging design and in-store promotional materials. Marketing plan was adopted by the team and is in process of being implemented.
- 2- Developed comprehensive marketing plan for a new test product while working as a practicum consultant with Emerson Electric; presented and adopted by management
- 3- While working at Doner Market Research, conducted focus groups, analyzed customer usage and researched competitive programs resulting in a redesign of Saks Fifth Avenue's loyalty program; led to 13% increase in customer usage.

# Personal Branding Pyramid

7. Brand Essence

6. Personality

5. Differentiators

4. Interests & Motivations

3. Soft Skills

2. Hard Skills

1. Accomplishments

## Personal Introduction

- **Review your Personal Brand Pyramid and Resume – look for themes and differentiators**
- **Be familiar with what makes someone successful in the job you want, review job descriptions. Highlight the top skills, experience, qualities that they are looking for and you can deliver- look for themes and differentiators**
- **Plan your story- in the order that works best for you. Consider the following personal highlights:**
  - Name
  - Education (School, Major)... no need to mention Wash U, Olin if event is on campus
  - Introduce a theme...way to frame your story
  - Your experience, proudest accomplishment. Consider what is most transferable to role and differentiated. Weave it into your story
  - Your key skills... focus on those transferable to role you are seeking. Focus on the ones that align with their needs and ideally differentiate you
  - Briefly explain your top interest, motivation or passion – think about what you want to share that helps recruiters get to know you and your character. Look for opportunities to weave into story
  - Briefly explain why you are getting your MBA, what you are focused on learning to help you achieve your aspirations
  - Share your aspirations – ideally transitioning into why you are excited to talk to the recruiter regarding a specific role at their company
- **Be ready with at least three questions for the recruiter. It is very important that it is a two-way conversation**
- **Your initial pitch should be 30 seconds**