



## Personal Branding and Marketing Yourself

### INTRODUCTION:

**When We Hear the Term "Marketing," We Likely Think of Products, Services & Commodities.**

### *HOW ABOUT OURSELVES?*

Marketing our talents, accomplishments and value – inside our organizations and outside within our profession, industry and community. Are staff members comfortable talking about themselves in this way? More importantly, are they prepared to talk about themselves in this way – packaging their talents and accomplishments – showcasing them, leveraging them and presenting their value internally within their organization and externally within their chosen fields & communities?

Identifying, creating and articulating one's "personal brand" empowers talent to 'own their career', and seize opportunities they aspire to achieve. Personal branding and the ability to market ourselves is an essential ingredient for successful career management. Learn how to create a framework to embrace and develop this core competency.

**GOAL:** New resource for NU faculty and students in and out of classroom

Whether one is seeking a new position, changing roles within an organization, or taking charge of their career planning, marketing yourself is the best way to seize these opportunities. Yet few of us are ready and able to talk about our talents, accomplishments, and the value we have to offer. In this engaging, timely, and informative book, acclaimed career and executive coach, trainer, and consultant Rita Balian Allen makes the case for personal branding as an essential ingredient for a successful career.

***Three Ps Marketing Technique is the key:***

#### ***Preparation***

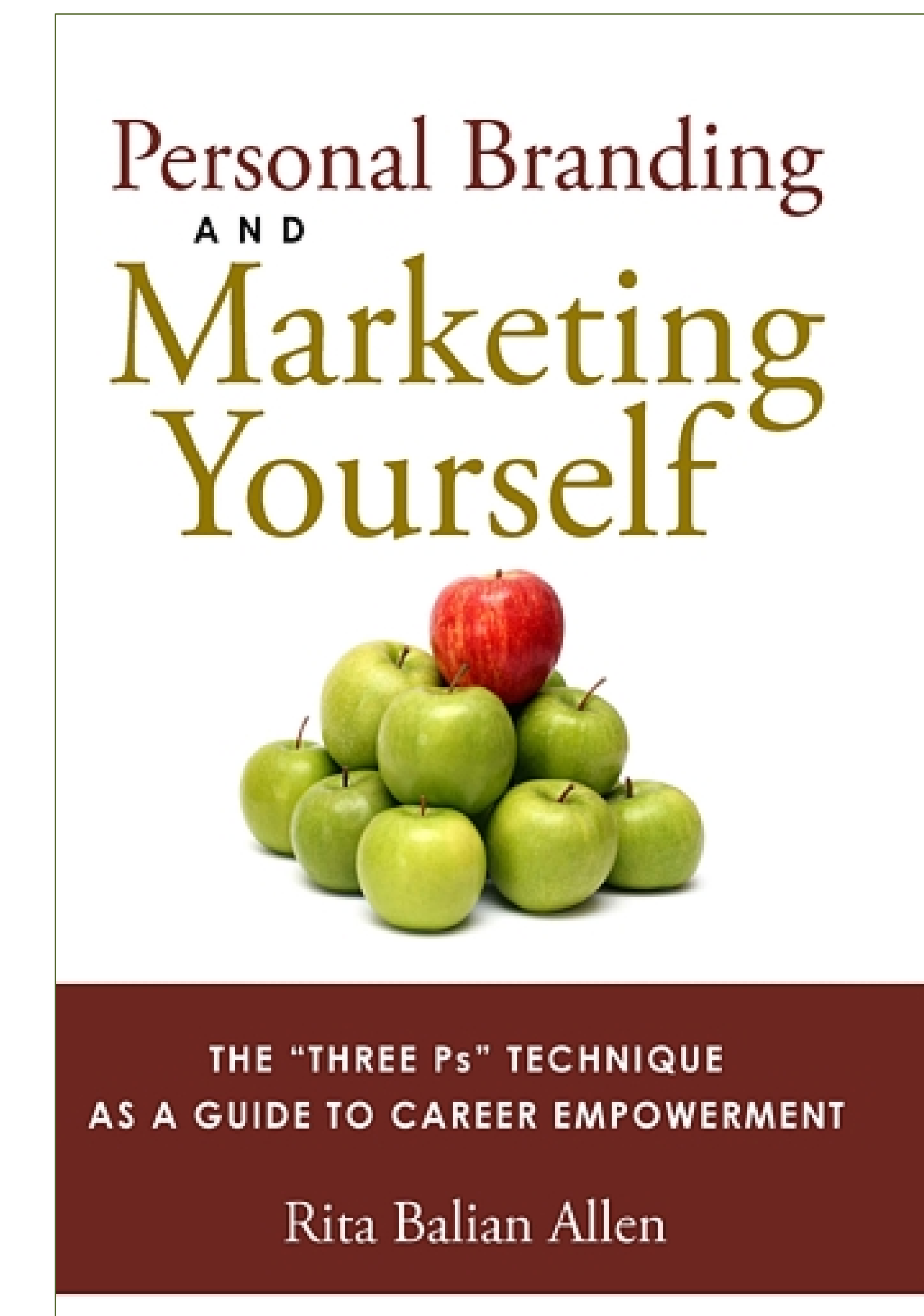
Identify & Define Your Brand

#### ***Packaging***

Create & Build Your Brand

#### ***Presentation***

Enhance & Articulate Your Brand



### RELEVANT APPLICATIONS:

- Career Development
- Career Management
- Leadership Development
- Management Development
- Self Awareness
- Self Development
- Talent Management
- Human Resource Management
- Organizational Behavior

Complete with worksheets, checklists, and proven advice, use this as a powerful toolkit to help students develop the ease and confidence to learn about, maintain and communicate their best professional selves.