



CAREER SERIES

THE ART OF STORYTELLING AND PERSONAL BRANDING

PART 1: AFTER WATCHING THE VIDEO COMPLETE THE EXERCISES BELOW TO PUT WHAT YOU HAVE JUST LEARNT INTO PRACTICE.

To help you identify your personal brand select two words from each column listed below (six words in total) that you think best describe your 'personal brand'. I.e. What are you most known for?

1. EXPERTISE:	2. CHARACTER:	3. DRIVE:
Technical	Honest	Determined
Inspiring	Dependable	Trailblazer
Effective	Loyal	Resilient
Organised	Ethical	Contagious
Adaptable	Kind	Driven
Versatile	Charitable	Fearless
Extraordinary	Integrity	Intense
Confident	Reliable	Dynamic
Creative	Authentic	Tenacious
Professional	Trustworthy	Vivacious
Strategic	Honourable	Motivated
Creative	Sincere	Fighter
Talented	Supportive	Innovator
Productive	Helpful	Fearless
Resourceful	Compassionate	Ambitious

Word 1: _____

Word 2: _____

Word 3: _____

Word 4: _____

Word 5: _____

Word 6: _____

PART 2: THE CORE OF YOUR PERSONAL BRAND

Select three words from your list that you think make up the core of your personal brand or that you think are most important and give an example of a time where you have demonstrated that quality.

This is a great exercise to do before an interview as it helps you prepare, demonstrates that you not only know your core values and personal brand but that you live by them through your examples.

Word 1:

Example 1:

Word 2:

Example 1:

Word 3:

Example 1:

PART 3: THE CORE OF YOUR PERSONAL BRAND

Get into pairs or ask a friend/family member to play the interviewer for this exercise:

- Choose one person to be the interviewer
- The other person will be a candidate applying for a role
- The interviewer will ask the candidate all the questions listed below
- Once the candidate has finished answering all the questions you will switch roles (i.e. the interviewer becomes the candidate and the candidate becomes the interviewer) and ask the same questions
- Try using the STAR method to structure your answers, S= situation, T= task, A= action, and R= result of the situation you are describing

SCENARIO

You are applying for an accounts role at a national market garden organisation:

- They have a wide range of customers from supermarkets to your local fruit and vegetable stores
- You will be based in their head office that has 200 staff from all different backgrounds
- The accounts role is a fulltime role, 40 hours per week and will have a variety of tasks involved
- There are 15 people in your team

Candidate tip: When you are answering the interview questions think about the examples that you have listed above in Part 2 and try to incorporate these into your answers to demonstrate your personal brand.

Interviewer tip: Look at the words the candidate has chosen to represent their personal brand. How well have they communicated that they demonstrate that quality in their answers to the questions? Give them feedback to help them if necessary.

INTERVIEW QUESTIONS

- Q1.** What would you contribute to our organisation? What unique skills and experiences can you bring to our organisation?
- Q2.** In your most recent position, what were your most significant accomplishments?
- Q3.** How would your co-workers, peers and friends describe you?
- Q4.** What personal or professional qualities are you most proud of? How have these helped you achieve your goals?

NOTES:

