

# Careers Leadership

**Developing the Reputation or  
Personal Brand you want**

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# To start you thinking.....

- What is your craft? How are you perfecting it?

Inspiration is what motivates and energises us, and we get it from ideas that make us feel alive and see ourselves and our future in a new way.

**AIM – inspired thinking to see the contribution you already make in a new and purposeful way**

# The change agent -

What does the new environment require from careers people? (**The Collective YOU**)

- **Leadership** – and the confidence to lead
- **Expertise** in your discipline / **craft**
- Creative dissemination of **ideas**
- **Innovation** with systems, programmes
- Excellent/efficient use of **resources**

**All, or any one of these attributes create/enhance a reputation**

# How to develop?

- Before you refocus on your job, refocus on yourself

(you are the biggest **asset** in getting it done)

# Old reputation.....

What do you think you are most  
known for?

(as a group)

# New reputation

comes from a collective and personal

- stepping up,
- speaking out,
- claiming your craft,
- demonstrating expertise

Developed **consciously** and **purposefully**

LET'S START

# Living a **personal brand** -YOU

What do you like to think you are known for?

Reputation is a key asset in the 21st century and it makes sense to ensure you are known for the assets that you have; that your reputation accurately portrays what you have to offer

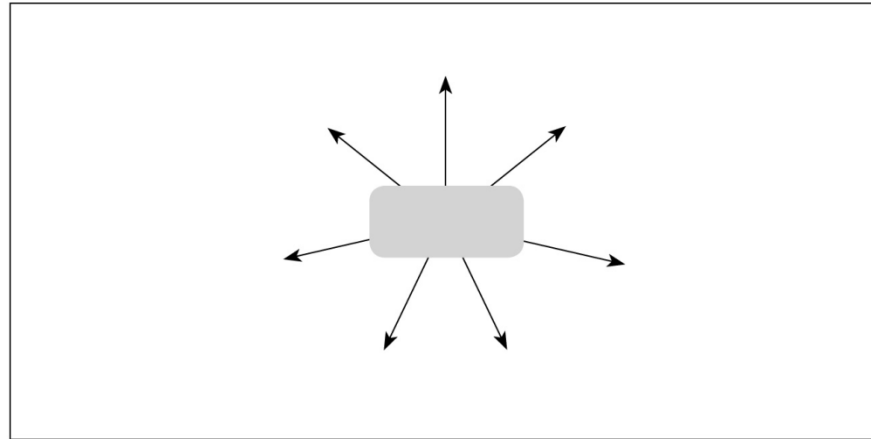
**-it's about your authentic self, your best self**



# Let's start with your skills

- Start with skills, add qualities, attributes .
- Using a checklist, work through this, looking at each skill and it's applications
- ✓ Tick once for a skill and ✓✓ twice if it is a **strength/ a 'best' skill/ one you want to develop**

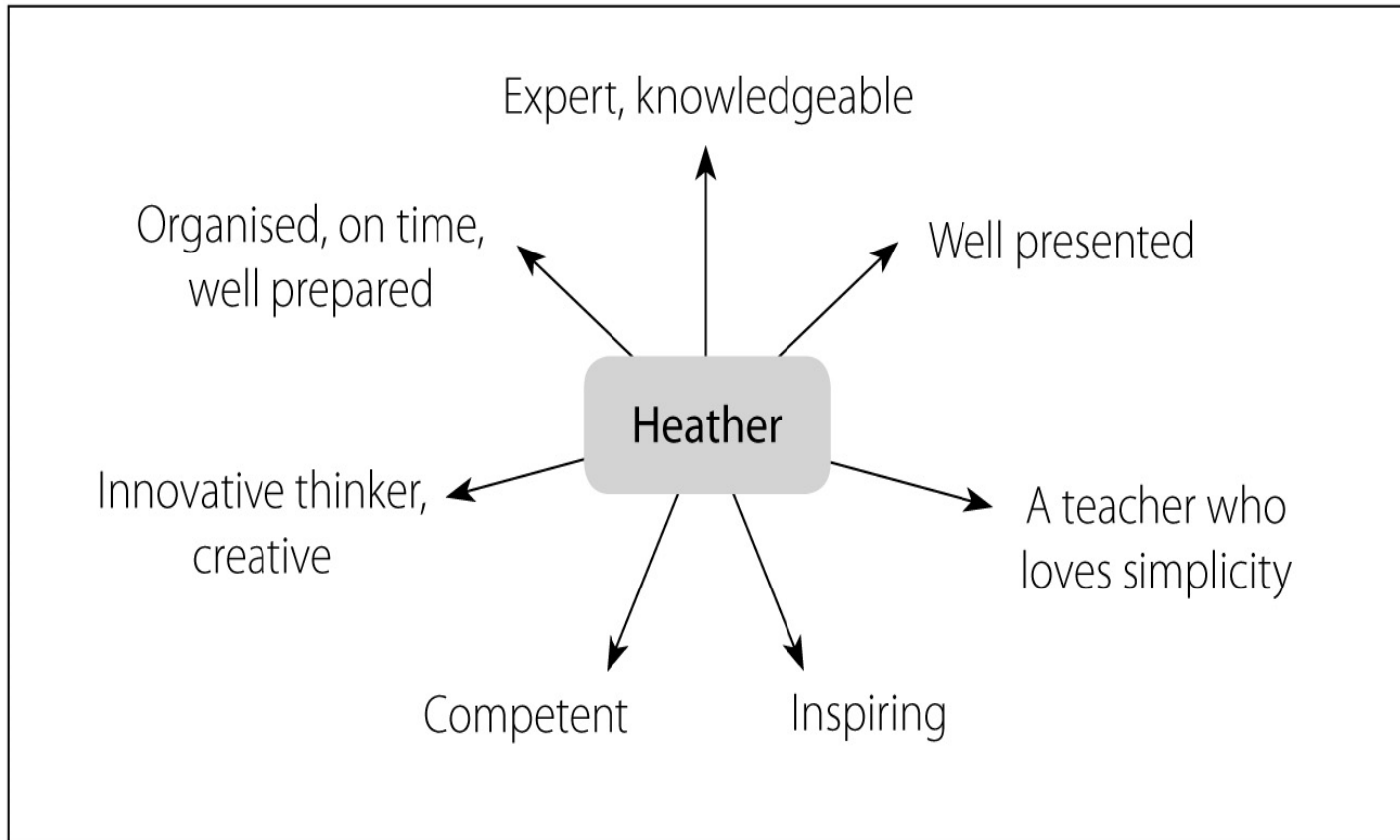
# Personal Brand



- Fill in the key words – be brave!
- Tell the story about those words

*Jan - “I want to be known as creative, inspirational, insightful, and very very competent...actually – expert!”*

**NB: it's a personal **aspiration** –  
a goal statement**



# 'Stories' become your daily goals

- *Expert, knowledgeable* – I know my subject, I am up to date, I have new ideas to share
- *A teacher who loves simplicity* – presenting complex and interesting ideas in a new and simple way

**A 16 year old student wrote:** *a helper*

- *I want to learn tools and skills to help people*

# Purposeful, conscious actions

## What develops excellence?

- Goal oriented
- Consistent &
- Purposeful behaviours

## What develops leadership?

Expertise – wisdom - courage

We can use our personal brand as a professional development tool!

# Useful for young and old

## For you

- Keep your leadership goals in front of you
- Take opportunities to show your expertise and inform others

## For your students or clients

- An understanding that they can choose how others perceive them, remember them
- Well received at 16+ level.

# Career confident people....

Keep themselves up to date with what they have to offer and they **identify** what they are learning as they learn it. They **know exactly** what skills are in their portfolio and they have greater confidence and self belief because of this knowledge. They have identified their **craft**, and all the aspects of it in which they wish to excel. They have worked out their **personal brand, the attributes and skills** for which they most want to be known, and are seeking to **develop a reputation** for these.

# Ideas from

Your 21<sup>st</sup> Century Career –  
new paths to personal  
success

Worksheets available in book

[www.thecareermaze.com](http://www.thecareermaze.com)

