



HOW TO GET HIRED



When thinking of a company like W Hotels, Hilton, or Marriott, immediately their brand comes to mind: style, affordability, interests, nightlife, creativity, and design. When thinking of Coca~Cola, things like originality, authenticity, and personal dialogue come to mind. And Bill Gates? Intelligence, and quietness?

Although those are globally known names and brands, each of us also has a unique brand we carry with us every day. Our brands are our own personal slogans or words that describe each of us, and what we do. Even if you don't think you have a brand, you do. It is what people think of you and the work you do regardless of whether you agree with it or not. Your brand is the conversation going on about you while you are not in the room. The question is: do you know what your brand is and are you managing it?

Seeking feedback from trusted peers and mentors about how you are perceived is a good way to find out about your current brand. Once you know how you are perceived, you can take steps to manage that perception. You can choose to build upon the perceived brand or change it. That is the beauty of a personal brand – it's yours to create.

For example, there was a young manager who wanted to advance his career inside a large hotel. He found out, although not intentionally, he was branding himself as a "reserved, thoughtful, hardworking, and quiet leader." He wanted his brand to bring up thoughts of a "charismatic, dynamic leader" who was also "hardworking and thoughtful" so he needed to change the current perception. He needed to build and portray his brand as a charismatic, dynamic, thoughtful, and hardworking leader.

Be aware of your brand in all that you do. Make an effort to exhibit it at all times. Just like W Hotels, Apple, and Bill Gates.

What is your brand? Are you aware of it and are you managing it? Are you personifying it in all you do? Create and refine your own personal brand and GET HIRED!

You already have every ingredient necessary for success.

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