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Managing Your Personal Brand

Much attention has been given to the concept of personal branding and how to create a personal brand. But did you know that you already have one? Just as major brands such as Nike, Enterprise, and Pepsi bring certain thoughts to mind when you think about them, the same happens when a professor, internship coordinator, scholarship officer or another student at your school thinks about you.

What is your Personal Brand? Ask yourself the following questions:

- Are you punctual or sometimes late?
- Do you pay attention to detail or make frequent mistakes?
- Are you proactive or reactive when dealing with potential problems?
- Are you a good communicator or have poor writing and speaking skills?
- Do you work hard or slack off?

Think about the following words. Which words best describe you?

Creative	Energetic	Excuse-driven	Talkative
Confident	Organized	Late	Trouble maker
Dedicated	Dependable	Dishonest	Arrogant
Friendly	Punctual	Lazy	Stubborn
Team member	Trustworthy	Controlling	Insubordinate

Of course there are many other words that you can use to describe your character. Looking at the above list, how many words in columns three and four describe you? What can you do to change others perception?

Example 1: You are always late and others expect you to be late.

Possible Solutions: Start earlier for your appointments. Do not agree to appointments or meeting times that you know you cannot keep. Do not over schedule yourself

Example 2: You are known by your professors for having excuses for not turning in assignments on time.

Possible Solutions: Use a planner or other tool to schedule time for your assignments. Get help from your academic support center for work you may not understand. Get used to completing assignments a day early so that you have a buffer between the time you complete the assignment and the time it is due.

Your personal brand is what comes to mind when people think about you or mention your name. Wouldn't it be great if the Career Center staff asked for a recommendation from your professors and you are the first person that comes to mind because of what your brand communicates to others?

Ask your Career Center or counselor for additional assistance with managing your personal brand.

Harris-Stowe State University, located in midtown St. Louis, is a four-year institution that offers 13 degree programs in the areas of early childhood education, elementary education, middle school/junior high education, secondary education, business administration, information sciences and computer technology, health care management, hospitality and tourism, accounting, criminal justice, professional interdisciplinary studies and urban specializations. Ranked by U.S. News as one of America's Best Colleges in the Midwest, the university, which has been in existence for 150 years, offers the most affordable baccalaureate degree in the Metropolitan area.