

Introduction

Have you ever heard of a brand? What comes to mind when you think of a strong brand?

Perhaps companies like:



Companies do a lot of research and spend a lot of money to develop a brand image that is positive and that people will remember.

They do this by producing a quality product or service that people will want to buy or use.

Each of us also has our own **personal brand**, this is especially important when seeking a job.

Imagine if Ryanair used images or adverts of planes that were dirty or damaged, what impression of the brand would that give?

This is what many jobseekers do without even realising it when they are careless about the paperwork they submit, or careless about the reputation they are building as a potential employee.

As a job seeker you will need to build your own **personal brand**.

- Many employers will do some online research to find out all about a potential employee's personal brand.
- As a jobseeker you will compete in a job market with other people who have been building their own personal brand over time.
- It is important that you make choices now that will help you to stand out from the competition and help you land the job you want in the future.

Activity One

In this activity you will develop an ‘**elevator pitch**’.

- This pitch will reflect the idea that it should be possible to deliver the summary about yourself in the time span of an elevator trip, or approximately thirty seconds to two minutes.
- The term itself comes from a scenario of an accidental meeting with someone important in the elevator and wanting to impress them so you will arrange to meet again to discuss your prospects.
- Please spend ten minutes developing your own elevator pitch and fill in below. Once complete deliver your “pitch” to members of your household for their feedback!

Tips for an elevator pitch

Short & Snappy:
60 seconds or
150-250 words

Tell them about
yourself

Show your
Passion

Skills & Interests

Think about
what makes you
Stand out

Confidence is
key

Elevator Pitch

Activity Two

The Scenario:

- You and your team are part of a Human Resources (HR) group in charge of hiring new employees for your companies.
- You have been at a career fair looking for possible candidates to work for your company.
- The company is large with many different kinds of jobs available.
- Today you will pre-screen three candidates based on cover letters, CV and digital profiles.
- Read through the three profiles over the next few pages, Alison Kim, Mick Patrick, and Ryan Mac.
- You will decide whether each candidate is selected for interview based on the personal brand presented and complete the Candidate evaluation form.

1. Alison Kim

Cover Letter:

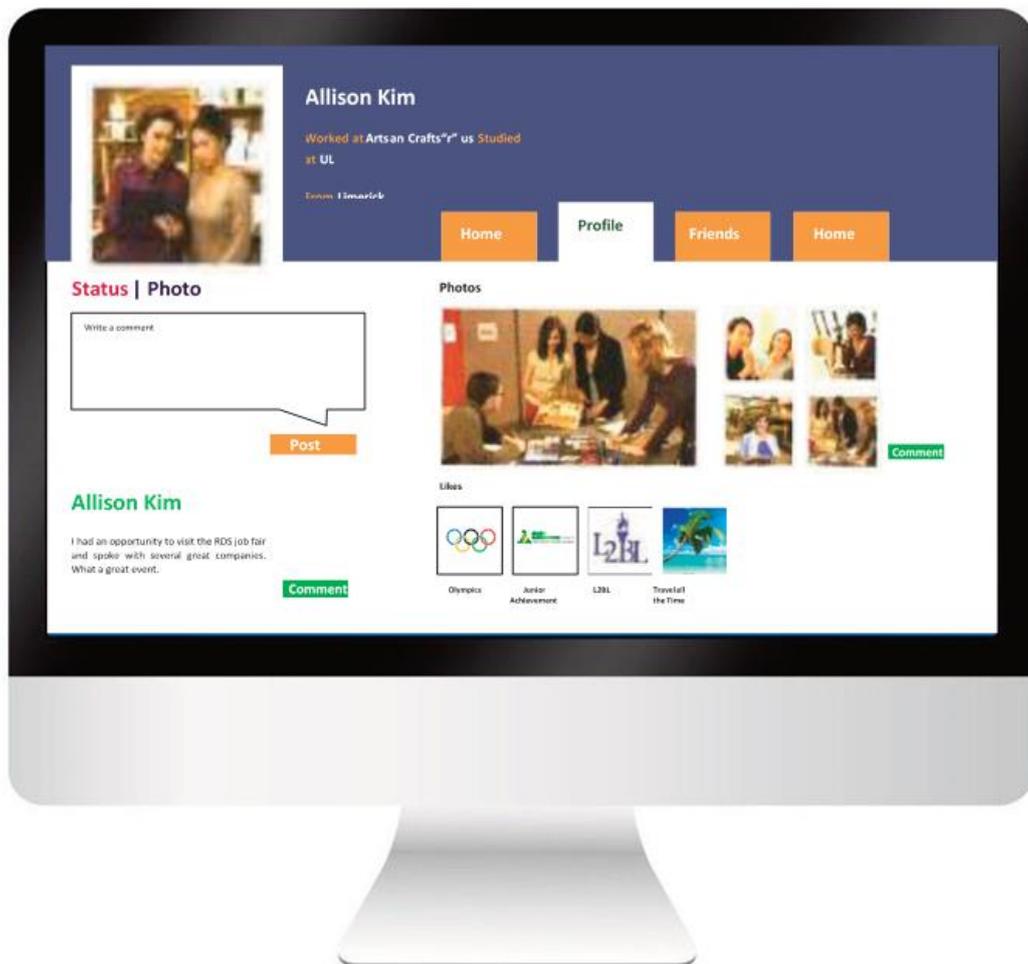
Allison Kim
School Rd, Limerick
dramaqueen@example.com
085 123 123

Dear Sir/Madam,

I am interested in the job you have posted in the paper. Please call to discuss

Allison Kim

Social Media Profile:



C.V.:

Allison Kim

School Rd, Limerick
dramaqueen@example.com
085 123 123

Experience

Buliding Supplies Ltd.

Responsible for the full-scope warehouse responsibilities including use of hand controlled forklifts and forklift operation, loading and unloading all lumber and building materials, receiving and shipping, picking orders, stocking and counting inventory quality of goods and products and completing all necessary paperwork thoroughly and accurately.

- Safely and efficiently manages incoming and outgoing building materials at the shipping and receiving docks.
- Completes and verifies all paperwork associated with incoming and outgoing deliveries
- Openly communicates with all levels of management regarding location challenges, solutions and business impacts of deliveries.
- Maintains organised warehouse

Arts and Crafts "r" us - 2009-2011

Skills and Education

- Excellent communication and listening skills
- Brilliant customer service and sales skills
- Remarkable math skills
- Exceptionally friendly, helpful, polite and patient
- Extremely self-motivated and honest
- Immense passion dealing with the public and strong enthusiasm and interest in merchandise being sold.
- Uncommon neat and tidy appearance and a clear speaking voice.
- Strong stamina and ability to spend lots of time on the feet
- Forklift operator

University of Limerick - Graduate 2014

College of Management Studies
University of Limerick – Graduate 2014

Limerick High School

Limerick City



2. Mick Patrick

Cover Letter:

Mick Patrick
Main St. Portlaoise
monsterblood@example
083 123 123

Dear Ms. Allen,

I am writing to express my interest in the logistics position open at your company. I am familiar with local companies, as I have often been there to pick up donations for Walter's Soup Kitchen.

I have come to know the supervisor of that department, David Penney. David suggested that I contact you directly regarding the position. David and I have worked closely in the soup kitchen for many years, and he thought that I would be an excellent match.

My many years as a volunteer with Walter's Soup Kitchen have given me the opportunity not only to be involved with logistic's at Walter's, but also to experience the logistics operations of many local companies, WI. My many years of service to Walter's have allowed me great opportunity to deal with people at all levels and with many problems that I help resolve.

I believe that I am an excellent candidate for the position you have advertised, and would very much like the opportunity to meet with you to discuss what I have to offer as an employee.

Regards,

Mick Patrick

Social Media Profile:





C.V.:

Mick Patrick

"The Dude"

Main Street
Portlaoise
monsterblood@example.com

Education

College of Medicine,
Carlow IT

Experience

KVK Tool and Die

Shop Street, Portlaoise

Provided support for manufacturing companies by maintaining and building all tooling and related machinery. Worked as an apprentice with a senior die maker and performed the following duties:

- Performed manual drilling/tapping of all types related to production
- Disassembled and assembled segmented dies
- Conducted total inspections of tool
- Met delivery schedules and required overtime as needed
- Operated all non-CNC equipment in area as instructed
- Used precision hand measurement tools

Walters Soup Kitchen

Portlaoise

Volunteers - Walters Soup Kitchen serves the poor of Achievement providing meals, counseling and other needed services. I worked with teams of volunteers, on weekends, afterschool, and holidays, collaborating to put together a healthy meal for 100 to 110 hungry people. We worked with employees to determine what food would be served based on what was in the pantry and what would be nutritious.

- Prepared food in the kitchen and served the clients.
- Prepared emergency food packages for delivery to those who are homebound.
- Worked in the Earthworks Garden leading education seminars on agriculture and nutrition.
- Solicited and collected contents from local donors for the Thanksgiving Basket Give Away.
- Assisted at special events held throughout the year.

Hobbies

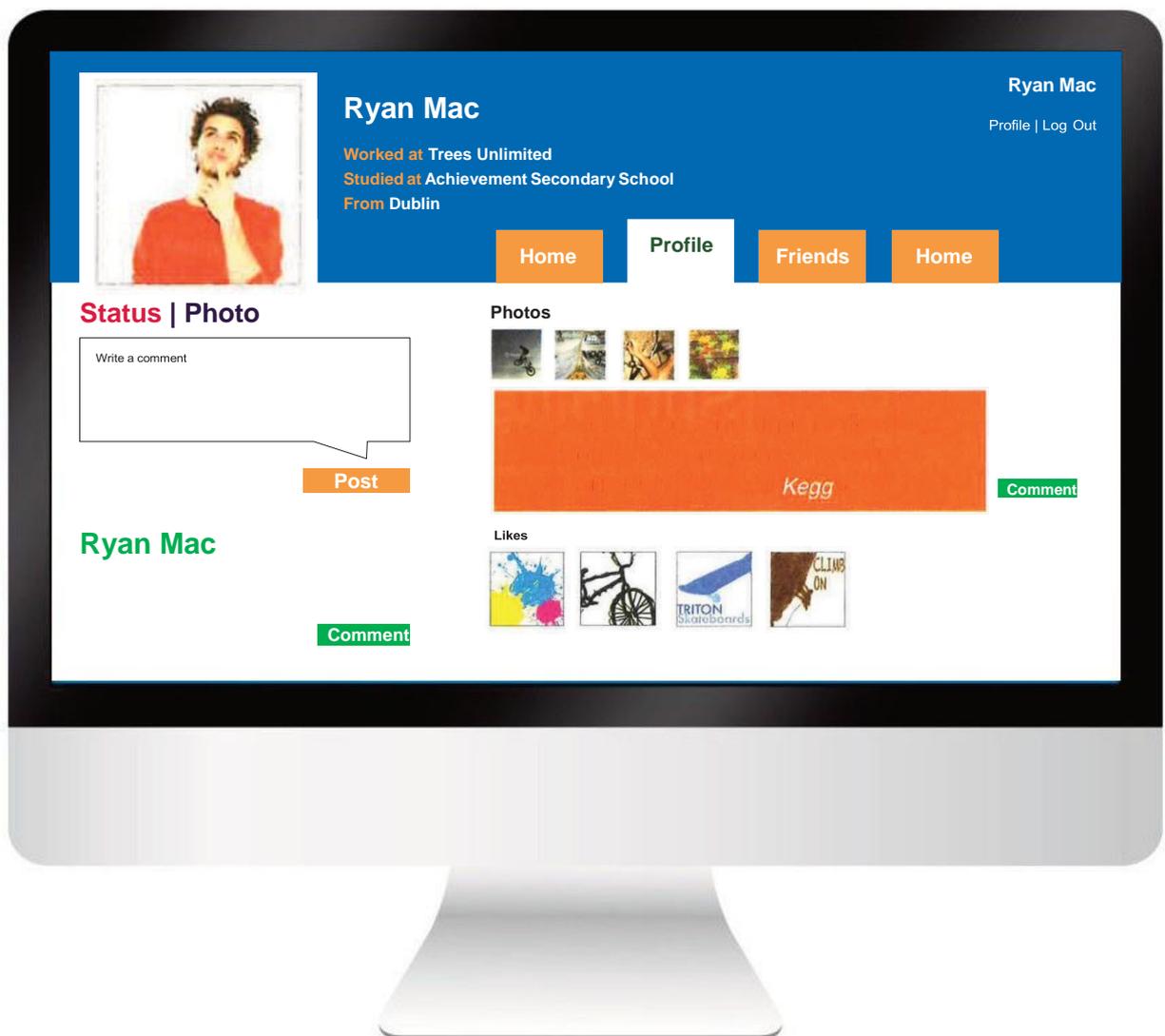
I like to hang out with my friends and blow off steam with extreme sports and extreme fun.

3. Ryan Mac

Cover Letter:

No cover letter submitted

Social Media Profile:





C.V.:

Ryan Mac

Ryan Mac
Busy Road
Dublin 4
RyanMac@example.email.com

Education
Leaving Certificate
Achievement Secondary School
Dublin

Experience
Trees Unlimited - August 2013 - Present
Team Lead

Treeland Farms - June 2012-August 2013
Farmhand

Skills

- Team Lead in owner's absence, supervising the digging, bagging and loading of truck.
- Wrote and filled orders to provide documentation to owner for formal invoice to be created
- Customer delivery and invoicing for payment
- Managed conflict within the team
- Provided excellent customer service skills when dealing with customer
- Operate and maintain fences, yards, buildings, etc.
- Record keeping
- Watch for safety hazards and help team so operate safely
- Basic equipment repairs
- Good problem solving skills
- Good teamwork skills
- Able to work with minimal supervision

Reference

Al Archer, Foreman
Tree Farms 086 123 123



Rate the candidates

5= Best Rating, 1 = Worst

	Allison					Mick					Ryan				
Cover Letter Based on your general impression, rate each candidate and explain your rating.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Curriculum Vitae Based on your general impression, rate each candidate and explain your rating.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Digital Profile Based on your general impression, rate each candidate and explain your rating.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Education															
Technical Skills															
Evidence of Soft Skills & 4 Cs Communication/ Critical Thinking/ Collaboration/ Creativity															
Pro (Positive personal brand impressions)															
Con (Negative personal brand impressions)															
Final Analysis: Should this candidate move on to an interview?	Yes			No		Yes			No		Yes			No	