Upcoming Webinars

• Techies Guide to Getting Hired, Session 2: Relevance of Professional Etiquette
  
  8 March, 9:00 A.M. Pacific Standard Time , register @ http://bit.ly/techiesguide

• Cisco DevNet Series: Network Programmability with YANG/NETCONF/RESTCONF
  
  15 March, 9:00 A.M. Pacific Standard Time , Register @ http://bit.ly/devnetseries

• Tying Certifications to Career Paths – Session 2: CCNA R&S and CCENT
  
  21 March, 9:00 A.M. Pacific Standard Time , Register @ http://bit.ly/certs2careers
Speakers: Jesal Gandhi and Trent Dorroh, Talent Bridge Team
Hostess: Kara Sullivan | Cisco Networking Academy
13 February 2018
Welcome to the 1st session of the Techies Guide to Getting Hired webinar series

- Use the Q and A panel to ask questions.
- Use the Chat panel to communicate with attendees and panelists.
- A link to a recording of the session will be sent to all registered attendees.
- Please take the feedback survey at the end of the webinar.
Overview

1. Why is Personal Branding Important?
2. Different Formats of Personal Branding
3. Present Yourself Professionally
4. What do Employers think of Personal Branding?
5. Q&A
Why is Personal Branding Important?
Allows others to understand what you are passionate about, your education, career path – creating a clear message that distinguishes you from your peers.

Creates a unique, distinct identity for yourself that often establishes your professional reputation.

**Personal Brand**

How You
See Yourself

How Others
See You

**Your Personal Brand**
Different Formats of Personal Branding
Personal branding influences Employers through these formats:

- Email
- Phone
- Social Presence
- Resume
- Virtual Meetings
- In-person Meetings
Present Yourself Professionally
Present Yourself Professionally

30-second Elevator Pitch
1) Determine your goal | 2) Identify your audience | 3) Brainstorm | 4) Craft the story | 5) Practice

Grooming, Attire, and Hygiene

Attitude and Mindset
What do Employers think of Personal Branding?
Personal Branding and Getting Hired

Curriculum and Certifications
Résumé + LinkedIn
Interview Process
Curriculum and Certifications

Enroll in course that you are passionate about
Take advantage of the opportunity
Obtain certification based on curriculum
Résumé and LinkedIn

Proofread multiple times
Have others review
Place a picture on LinkedIn
Interview Process

Phone Screen
   Speak clearly and LISTEN

Video Calls
   Dress appropriately

In person Interview
   Be on time!!!

** Prepare questions and ask them**
Explore your options with Cisco and our Channel Partners
Personal Branding Checklist

Be aware of how you portray yourself to employers through these:

- Email
- Phone
- Social Presence
- Resume
- Virtual Meetings
- In-person Meetings

Ways you present yourself professionally directly to employers:

- 30-second Elevator Pitch
- Grooming, Attire, and Hygiene
- Attitude and Mindset
Save the Date

NEXT SESSION:

Relevance of Professional Etiquette

8 March – 9:00 A.M. PT
