Networking Academy

Techies Guide to Getting Hired Webinar Series

Session 1: Design Your Personal Brand

Cisco Talent Bridge

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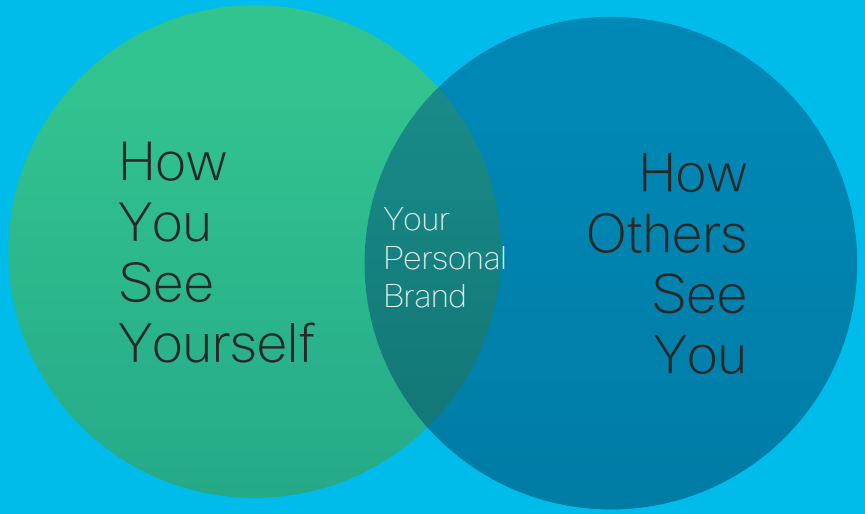
Why is Personal Branding Important?



Personal Brand

- 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 branding
influences Employers through these formats:

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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

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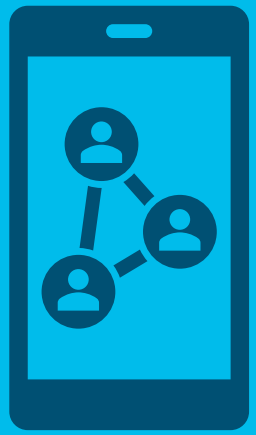

Be ready to be found by employers

cisco The bridge to possible

Talent Bridge for Networking Academy