

Branding Yourself

Effective Communication Skills

Presented by Bob Dolan
Asst Director Career Services,
MIT Postdoctoral Scholars
dolanb@mit.edu

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Developing Your Communication Strategy

Intended Learning Outcomes:

- Why Branding Yourself is Important
- What Tools to Use when Communicating to Your Audience
- How to Brand Yourself... **WVV**
 - Your **W**ritten Communication
 - Your **V**erbal Communication
 - Your **V**irtual Presence
- How Recruiters can find you
- Benefits of using Social Media
 - LinkedIn and LinkedIn tips/statistics

Developing Your Communication Strategy

Why Branding Yourself is Important

- Keeps you current in your chosen field by aligning you to a specific industry/profession
- Opens doors for you, and creates a lasting impression on prospective employers/recruiters
- By developing your own brand, you'll have control over people's initial perception (first impressions are lasting)

Developing Your Communication Strategy

First Impressions

7 Seconds... That's how much time it takes people to make 11 decisions about us in a first encounter, according to a study conducted by neuroscientists from New York University and Harvard. Using functional magnetic resonance imaging, they examined brain activity as study participants made initial evaluations of fictional individuals. The fMRI results showed significant activity in two areas: the amygdala, which previously has been linked to emotional learning about inanimate objects and to social evaluations based on trust or race group; and the posterior cingulate cortex, which has been linked to economic decision-making and assigning subjective value to rewards.

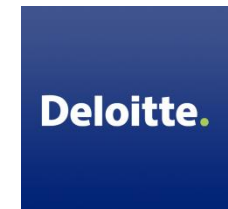
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First Impressions

11 traits that people make decisions about in 7 seconds:

- Education level
- Economic level
- Perceived credibility and believability
- Trustworthiness
- Level of sophistication
- Sexual identification
- Level of success
- Political background
- Religious background
- Ethnic background
- Social and professional desirability

Why Branding is Important



Developing Your Communication Strategy

How do you want to present yourself to your target market?

- The main outcome of your branding should be clear, succinct, and deliver a professional message so people understand
 - Who you are
 - What you stand for
 - What skills you bring to your profession
- It is not enough to be known for just what you do, but also how you drive value and make a difference in the marketplace

Why Branding is Important

“Your brand is what
people say about you
when you’re not
in the room.”

Jeff Bezos, CEO & Founder Amazon

Developing Your Communication Strategy

How To Get Your Message Out:

Written - Resume/CV, Cover Letters, Research Statements

Verbal – Interviewing, Networking, Elevator Pitch

Virtual – LinkedIn, Dept. Website, and other Social Media
...Use caution and be professional

All three should deliver a consistent message

What are Your Strongest Selling Points?

What are the top 3-5 things you want potential employers to know about you?

Consider:

- **Skills (Technical and Behavioral)**
- **Achievements**
- **Knowledge Areas**
- **Professional qualities**
- **Other**

Take a minute now to jot them down

Are You Presenting All Of Your Assets?

Don't forget your Behavioral Assets

- Ability to work in a collaborative environment
- Ability to work in a multi-disciplinary environment
- Ability to lead a project
- Strong verbal and written communication skills
- Team orientation...etc.

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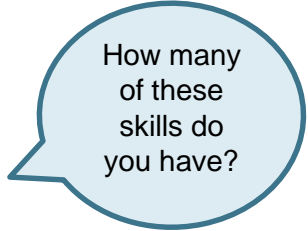
Your Branding Strategy Should:

- Differentiate you from others in similar fields
- Position you clearly in the minds of others
- Focus on your message and on your mission
- Project credibility
- Develop loyalty
- Create connections to others

"If you're not appearing, you're disappearing," said legendary jazz musician, Art Blakey.

Employer Rated Career Readiness Competencies

• Critical Thinking/Problem Solving	4.58
• Professionalism/Work Ethic	4.56
• Oral/Written Communication Skills	4.43
• Teamwork/Collaboration	4.43
• Leadership	3.86
• Information Technology Application	3.78
• Career Management	3.47
• Global/Multicultural Fluency	2.85



How many of these skills do you have?

5-point scale, where 1 = Not Important and 5 = Extremely Important

Let's take a moment and identify every skill you have on this list...

CONFESSIONS OF THE RECRUITMENT INDUSTRY

TOP SECRET



applications received **200** seconds after a job is posted



average time spent looking at a CV is **5-7** seconds



17% chance that your cover letter will be read

1

spelling or grammar mistake and your CV will be thrown in the trash can



68% of employers will find you on Facebook



76% of CV's are ignored if your e-mail address is unprofessional



88% job rejection rate if you have a photo of yourself on your CV

an average of **250** CV's are received for each job position

89% of businesses planned to use social media networks for recruitment in 2011



86% LinkedIn



60% Facebook



50% Twitter

1 in 3 employers rejected candidates based on something they found about them online

427k CV's are posted on Monster every week. That is approx the population of Luxembourg



compiled by **b** behind

Tpyos r wicked badd

No Photos in U.S.

Speed Reading

Be Careful

Use your MIT/prof email

LinkedIn Now 96%

Use Good Judgment Now 42%

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Written - Resume/CV

Your Resume/CV serves many purposes:

- **A Marketing Tool**
 - You are the product your Resume/CV is selling
 - Your Resume/CV must be user friendly and externally focused
- **A Calling Card and A Reminder**
 - Brief summary of what you have done
 - Impression of you remains after the interview/meeting
- **A Way to Direct the Interview**
 - Specific accomplishments can direct the interviewer's attention

Branding Yourself

Developing Your Communication Strategy

Written - Cover Letter Format (1 page)

- Paragraph 1 - Introduction
- Paragraphs 2-3 – Your story that aligns you with their job requirements
- Paragraph 4 – Closing (request a meeting)

Developing Your Communication Strategy

Written - Cover Letters

Your Cover Letter serves many purposes:

- Tells the employer what type of position you are seeking
- Gives you an opportunity to create a connection by showcasing your knowledge about the company/institution and/or its industry
- Gives you an opportunity to express how your skills, interests, and experience meet the needs of the organization
 - ***Both technically and behaviorally***
- Entices the reader to learn more about you by reading your resume/cv
- Provides a bridge between your resume/cv and the job description
- Highlights your ability to communicate in written form

There are great examples of Resume/CV's and Cover Letters in the Handbook

Developing Your Communication Strategy

Written – Research Statement

Your Research Statement serves many purposes:

- Tells the employer what specific skills and attributes you have and how you align with their organization/lab (today and in the future)
- Gives you an opportunity to create a connection by showcasing your knowledge about the company/institution and/or its industry
 - ***Both technically and behaviorally***
- Provides a more in-depth detailed description/explanation of your work that is highlighted on your resume/cv
- Highlights your ability to communicate in written form
- Generally 4-7 pages and often with graphs and charts to highlight your work

Developing Your Communication Strategy

Verbal – Elevator Pitch

(30-60 Second Commercial, Positioning Statement)

Most often used in response to:

“Tell me about yourself”

Develop your message and consider responding in the following manner

- I am a
- With interest/expertise in
- I have had internships in; project/lab work on; worked for.....
- My strengths include *skill, skill, skill*

See 3 examples on the next slides

Developing Your Communication Strategy

I am a Post Doctoral Fellow at MIT with expertise in optogenetics/biophotonics.

My areas of interest are in optics, microscopy and image processing/analysis, with particular emphasis on the technical requirements related to optogenetic applications.

I have worked in several labs and have lead the design and implementation of hardware necessary to grow the biophotonics capabilities in general, and optogenetic in particular. I have also had access to a broad range of sophisticated instruments and assisted in the design and construction of new hardware/software to develop unique and customized imaging capabilities.

As a Scientist at the Computer Science and Artificial Intelligence Laboratory and Laboratory for Nuclear Science at MIT, my research has enabled me to develop skills in XYZ

Pre Interviewing Prep

I am a highly motivated and innovative Molecular Biologist with specialization in mitochondria biology, molecular genetics, cell biology, microbiology and biochemistry.

My areas of expertise are in the development and execution of genetic and biochemistry-based research methods

I have worked in several labs where we examined how DNA damaging agents alter the mitochondrial metabolism and mitochondrial DNA of cells. I have also led project teams that investigated how the cancer drug cisplatin perturbs iron homeostasis in cells.

I am passionate about learning new scientific skills and an enthusiastic team player adept at providing leadership while also learning from fellow team members. I have experience in managing multiple projects simultaneously and believe I am an effective communicator and teacher that can conceptualize complex biological to audiences with varied expertise.

Note: Words underlined appeared in the actual job description

Developing Your Communication Strategy

Actual example of an M.Eng targeting an I.T. role at Google:

I am a candidate for a Masters in Engineering in Computer Science & Electrical Engineering and will graduate in June 20xx.

My areas of interest are in software development and systems design. My expertise is focused on understanding the user's needs, and to provide solutions to solve problems, improve product quality or increase productivity in the workplace.

I interned with IBM and was a member of the research team that designed, prototyped, and implemented a successful multi-user enterprise web application to visualize and manage collaborative projects and work activities. Additionally, I was able to strengthen my skills in Java and JavaScript and work closely with highly experienced, world-class engineers.

I have additional strengths in natural language processing, artificial intelligence, distributed computing and proficient with Windows environments, C++, information retrieval and TCP/IP. I will also complete my BS in Mathematics upon graduation this June.

Note: Words underlined appeared in the actual job description

Your Elevator Pitch - Practice Response

I am a _____

With interest/expertise in _____

I have had internships in; project/lab work on; worked for _____

My strengths include _____

Let's write one...Take a couple of minutes and write your statement, then practice it with the person next to you...share your response with each other

Developing Your Communication Strategy

- Social Media is a fundamental shift in the way we communicate
- As job seekers continue to scan social networks for career opportunities, recruiters have adopted social recruiting tactics that have changed the business of hiring
- The annual *Jobvite Social Recruiting Survey* indicates that the social recruiting trend continues to rise as recruiters frequently retain higher quality candidates through social networks
- **LinkedIn** is the social media of choice for recruiters
- **Twitter** can serve as an acceptable media for communicating your brand, and most recent professional activity
 - However, you are restricted to 140 characters per tweet

Virtual Recruiting Strategy

Somewhat Becoming the Next Generation Resume

As noted, Social Media is a fundamental shift in the way we communicate...

Percent of employers who reported using social networking sites to research/find/hire job candidates in Jobvite 2015 survey

- 96% of employers use social media to recruit
- 94% use social media to contact candidates
- 92% vet/review candidates pre interview
- 91% post jobs
- 78% have made a hire through social media
- 64% use 2 or more social networks for recruiting

(n=800 employers)

Developing Your Communication Strategy

Virtual – LinkedIn and other Social Media

(Use caution and be professional)

Creating Your Bio... Things to Consider

- Display your full name and allow others to contact you
- Upload a picture (smile)
- Write a Wicked Good “What I Do” summary section
- Include a detailed history of your skills and accomplishments
- List your Publications, Patents, Awards, Trademarks
- List your Presentations (including your PowerPoint visuals)
- Include link to your website/blog if you have one
- Consider joining groups and follow companies in your profession/industry

Developing Your Communication Strategy

How Recruiters Find You

- Using the “Advanced” “Search People” capabilities of LinkedIn, they use specific keywords, job titles, and locations to find candidates
- To be found by this search, an individual needs to ensure that they mention the right phrases within their profile
 - For example – if a recruiter is searching for a programmer with “Matlab” experience, and a job searcher mentions Matlab within their profile, that profile will be in their results
- The closer a profile links to search criteria, the more attractive the candidate. ***Develop a complete, keyword-rich profile***
- Prospective employees who are looking for employers search LinkedIn by keywords also. They look at company profiles to make up lists of companies for whom they'd like to work.

Developing Your Communication Strategy


Examples on how you can use LinkedIn

<http://www.linkedin.com/home>

- 1. Connect/correspond with your contacts**
- 2. Connect your contacts with others**
- 3. Find contacts “People you may know”**
- 4. Display recommendations & recommend others**
- 5. Display your endorsements**
- 6. Explore by companies, locations, & industries**
- 7. Explore jobs that match your profile**
 - LinkedIn does key word searches on your profile
 - See actual example from Bob Dolan’s LinkedIn page

“Jobs You May Be Interested In” from Bob’s page

- **Executive Director**
Harvard University Boston Area (18 connections)
- **Associate Director, Career Management Center -**
Stanford Graduate School of Business - San Francisco (6 connections)
- **Director of Career Services and Alumni Relations**
Ashford University - San Diego, CA
- **Associate Director, Human Resources Service Center - Human Resources** (4 connections)
Tufts University - Medford, Massachusetts
- **Director of Career Services**
ITT Educational Services, Inc. - Norwood, MA
- **Career Coach**
Randstad Sourceright - Anywhere in North America
- **Career Advisor, Center for Career Development**
Curry College (1 connection)



7 of >150
jobs listed
on my page

Your Virtual Communication Strategy

Virtual – LinkedIn

(Use caution and be professional)

The professional media tool of choice is LinkedIn

- **Over 500 million members** use it for professional networking and marketing
- Recruiters use LinkedIn to search for potential candidates
- Your LinkedIn Profile mirrors your resume/cv and highlights your technical skills, attributes, accomplishments, professional history including industry experience, companies, educational institutions, professional affiliations, and professional recommendations
- You should establish a LinkedIn account today, or update your profile to reflect your current status and future intentions

Your Virtual Communication Strategy

• LinkedIn Statistics

> 500 million users worldwide end of Q1 2017

- 16% increase in users from last year
- 46% Female 54% Male

– Used by > 90 of Fortune 100 companies

– Operates in > 200 countries (2015 statistics)

N.A.	40%
Europe	22%
Asia	21%
L.A.	8%
Aus/NZ	3%
Other	6%

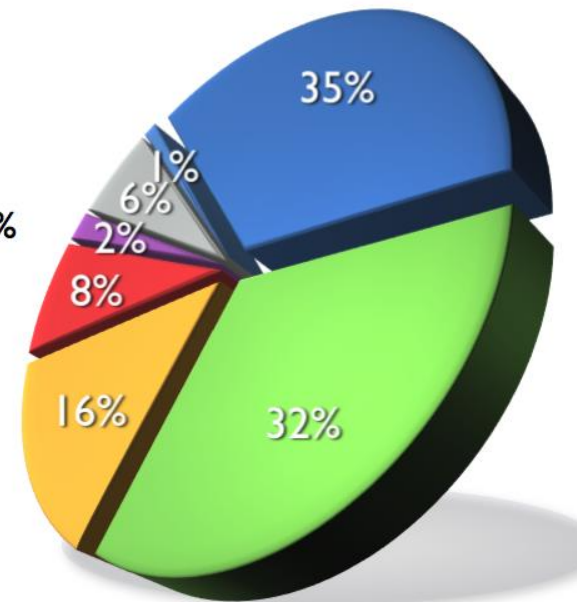
49% hold positions of Manager, Director, Owner, Chief Officer or Vice President

Your Virtual Communication Strategy

How Often Do You Access LinkedIn?

Over 335 Million Weekly

- Daily: 35%
- A few times a week: 32%
- A few times a month: 16%
- When I get an email from LinkedIn: 8%
- Monthly: 2%
- Less than once a month: 6%
- Never: 1%



Source: Lab42 and Mashable. N=500

60secondmarketer™

Your Virtual Communication Strategy

Be Careful!!!

- 42% have reconsidered a candidate based on content viewed in a social profile, leading to both positive and negative re-assessments.
- More recruiters react negatively to profanity (65%) and grammar and punctuation errors in posts/tweets (61%) than references to alcohol use (47%).

How Recruiters View Your Content

Content	Positive	Neutral	Negative
Memberships in Professional Organizations	80%	10%	1%
Volunteer/Donate to Charity	65%	26%	1%
Political Posts/Tweets	2%	65%	18%
Overtly Religious Posts/Tweets	3%	53%	26%
Photos of Consumption of Alcohol	1%	39%	47%
Spelling/Grammar Errors	3%	29%	61%
Profanity in posts/tweets	4%	20%	65%
Post/Tweets of a Sexual Nature	1%	16%	71%
Reference to Doing Illegal Drugs	1%	7%	83%

Control Your Social Media

Cornered

by Mike Baldwin

4-25 © 2014 Mike Baldwin/Dist. by Universal Uclick www.cornered.com
ccornered@gmail.com



"You seem very talented, based on your Facebook page. We just don't have any openings right now for a binge-drinking half-naked beer pong master."



"According to your LinkedIn profile you're a focused, disciplined achiever. According to your Facebook photos you love Jack Daniels and are pretty comfortable with your body."

Develop Your Brand Strategically

- Who is your audience?
- How technically savvy are they?
- What will they find interesting about you?
- Material you present early in your profile is likely to stand out more than material placed later
 - An exception – publications are often towards the end
- Be consistent with your messaging
- Periodically update your profile to be current

Branding Yourself

Developing Your Communication Strategy

Remember, be consistent with your Branding

Written - Resume/CV, Cover Letters, Research Stmts

Verbal - Interviewing, Networking, Elevator Pitch

Virtual - LinkedIn and other Social Media

Branding Yourself

Developing Your Communication Strategy

Final Q & A

“And the day came when the risk it took to remain inside the bud was more painful than the risk it took to blossom” ...unknown