BUILDING YOUR PROFESSIONAL PERSONA

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Thanks to presenters from previous years!
Amanda on her Professional Persona

In person:
• *Wants to be known as:* knowledgeable, efficient, useful, with integrity
• *Struggles with:* introverted, feeling “out of date” technically, am I insufficiently or too much outspoken?

Online:
• *Believes in:* separation of the professional and the personal
• *Biggest mistake:* too much personal info online (a long time ago)
Summary

Make *intentional* choices about how you represent yourself both in person and online

*Soft skills* are really important

*Practice* makes perfect
Perceptions of You

How Others Perceive You
Based on your online presence:
• Your professional interests
• Your professional activities
Based on your in person interactions:
• Your work style
• Your strengths
• Your areas for improvement

How You Perceive Yourself and Where You Want to Be
• Your professional interests
• Your professional activities
• Your work style
• Your strengths
• Your areas for improvement

Getting intentional:
http://myidp.sciencecareers.org/
A Professional Persona

“Professional Persona” - A persona that is effective in giving others a positive perception of you & your abilities

Components:

• **Appearance**: body language, clothing
• **Behavior**: communication skills, attitudes
• **Competencies**: work skills
• **Differentiation**: what makes you stand out (in a good way) and makes you memorable
Practicing a Professional Persona

What is the first impression you give?
• Ask someone around you!

What is the persona you display to those you work with?
• Solicit (and use) feedback!

What is the persona you present in your broader professional network at tech events?
• What is your reputation?
• Listen to what people have heard about you!

What is the persona you present online?
• Look (with a friend)!

What do you think is great? What do you want to fix?
Activity

Discuss with the person next to you two of these (as appropriate):

• The first impression you give
• The persona you display to those you work with
• The persona you present to your larger professional network in person
• Your online persona

Write down three strengths you display in your professional persona

Write down three areas for improvement
Practicing a Professional Persona

In a work environment (and in life!)
- Have a positive attitude
  - Show willingness and gratitude
  - Be mindful of your company
  - Make yourself available
  - Be respectful of others
- Play to your strengths
  - Be prepared
  - Advocate for your ideas
  - Grow your technical and soft skills
  - Approach situations logically and analytically
- Be true to yourself
When?

The right time to get to this is **NOW**

Start a checklist and put recurring appointment on your calendar to revisit every quarter (reward yourself for doing it)
Activity

Discuss the handout with the person next to you
Commit to 2-4 of these activities by writing dates next to them
Feel free to write in your own activities instead if you like
Put these commitments in your calendar!