

BUILDING YOUR PROFESSIONAL PERSONA

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Thanks to presenters from previous years!



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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- *Struggles with:* introverted, feeling “out of date” technically, am I insufficiently or too much outspoken?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)



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Summary

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

Soft skills are really important

Practice makes perfect



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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/>



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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



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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?



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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*



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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



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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)



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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!



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