Building Your Professional Persona

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Takeaways

Make *intentional* choices about how you are represented in person and online

Any interactions with your professional community have an impact on your persona

Soft skills are more important than you may realize

Why?

Job opportunities

Invitations

Award nominations

External evaluation

Media opportunities

Research visibility

Recruiting

Visibility within institution

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How do others perceive you?

How might others describe you?

    based your web page

    based on interactions with you

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Qualities I thought were most important when I was finishing grad school
    Organized, reliable, intelligent, accomplished, hard-working
Qualities I'm always concerned about
    Reserved, negative, critical
Qualities I've recently begun to understand are very important
    Cooperative, supportive, thoughtful

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What ?

"Persona"

    Role that one assumes or displays in public or society

"Professional"

    Exhibiting a courteous, conscientious, and generally businesslike manner

"Professional Persona"

    A persona that is effective in giving others a positive perception of you & your abilities

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How?

Develop your personal brand

- Four components:

Appearance:
Your body language, clothing attire and overall posture

Personality:
Your behavior, communication skills and attitudes toward people

Competencies:
Your special skills fulfilling task requirements

Differentiation:
What separates you from others and leaves a lasting memory in minds of others

Use your personal brand to differentiate yourself and make a positive impression

Activity

Turn to your neighbor and discuss your professional persona

What is one thing you want people to remember about you?

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So……

Make full use of your first impression

- In person
- Within group
- Online/networking

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In Person

- In just a few seconds, with a brief glance, a person unfamiliar with you will evaluate who you are based upon your appearance and personality

Strengthen your appearance and personality

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Within Group

- Public image critical when addressing your class or large group
- People retain ~ 4% of content of any presentation, speech/talk, but …… always remember 100% of how they felt about it

Integrate elements to build your unique personal message

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Online/Networking

- Online ➔ your public image
- Remember you are not there to interpret what others view/read
- Remember your presence on Internet is archived and will always be available to anyone, employer or social group, who search for it

Clean up your E-persona

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Your E-Persona

E-persona

- How many have a web presence ?
  - Facebook
  - Twitter
  - Youtube
  - Blogs
  - Linked-In
  - Wikipedia page
  - Webpages
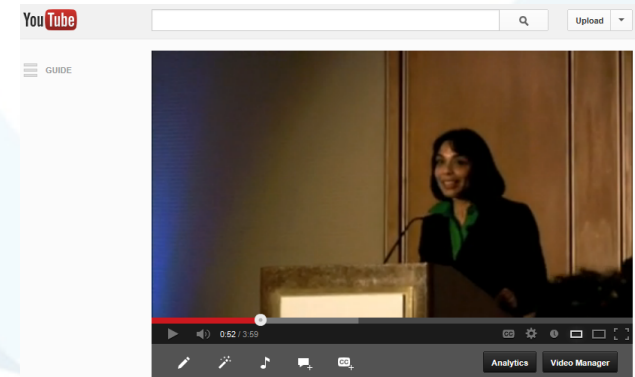 - Google scholar …

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E-persona-Social

- Facebook
- Twitter
- Youtube
- Blogs

Don't allow your E-personae to tarnish your image
Use WISELY!

E-persona - Technical

- Linked-In

- Google +

- Professional Webpages

- Wikipedia page

- Google scholar

E-resources can be used to advertise your skillset and capabilities

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Professional Webpage

- Professional web page
  - Publications
  - Research interests
  - Media coverage
  - Photos
  - Teaching materials
  - Link to CV/bio
  - Personal information???

Professional webpage great for adding details and providing as a pointer

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Resumé

- You should have one

- Reasonably up-to-date

- Bring out key skills/experiences

- Link it to your web page

- Ask a friend to review your CV

Resumé critical to providing crisp information about oneself

Activity

Turn to your neighbor and discuss one (or two things) you could do to update/improve your E-Persona

When will you do it?

Additionally…..

- **In a work environment (and otherwise)**
  - Show willingness and gratitude
  - Have an elevator pitch prepared
  - Be mindful of your company/institution
  - Make yourself available
  - Advocate your ideas in strong terms
  - Respect other people/cultures
  - Grow your technical + **soft skills**
  - Display (and HAVE) a positive attitude

You can make a POSITIVE difference...
Play to your Strengths !

Soft Skills

Technical skill is important, but it may not win you the job

Culture fit aka "plays well with others"

Do you communicate well?

Will you be a team player?

Perceptions

Think about how you want others to perceive you

Follow through by acting the part

Listen carefully to others to understand their motives

Positive Attitude

Be someone who others want to work with

Negative comments won't be looked on favorably

Listen carefully to others

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Effective Communication

Others are always interpreting your persona, so avoid misinterpretation as much as possible

Think through important conversations before you have them

Consider how others will interpret what you say

Play to Your Strengths

You probably have strengths you don't even realize

Ask your peers/advisor what they think your strengths are, and pay it forward by telling them what their strengths are!

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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In Conclusion

- You own your future

  and

  if you want to make an impact

  ....YOU CAN!!

GO FOR IT!