

BUILDING YOUR PROFESSIONAL PERSONA

Ming C. Lin & Yuqing Melanie Wu

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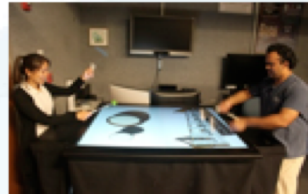
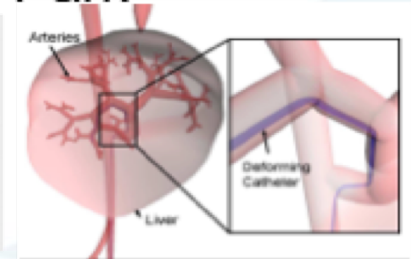
- B.S., M.S. Ph.D. In EECS, University of California, Berkeley
- J.R. & L.S. Parker Distinguished Professor Emeritus, UNC-CH
- Elizabeth Stevinson Iribe Chair, UMD, College Park
- Research:

✓ ***Virtual Reality***

✓ ***Robotics***

✓ ***Human-Computer Interaction***

✓ ***Physically-based Modelling, Simulation & Animation***



Yuqing Melanie Wu

- Ph.D. of Computer Science, University of Michigan 2004
- Employment
 - Indiana University University, Bloomington 2004 - 2015
 - Pomona College 2015 - present
- Professor, Chair of the CS department
- Research: database and data management, query languages, optimization.
- Extra-curricular
 - CRA-W board member
 - ACM-W council member
- Extra-extra-curricular: hiking, cooking, gardening,

Professional

adj.

- engaged in one of the learned professions
 - characterized by or conforming to the technical or ethical standards of a profession
 - exhibiting a courteous, conscientious, and generally businesslike manner in the workplace

~ Merriam Webster



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Persona

Noun.

- The aspect of someone's character that is presented to or perceived by others. ~ Oxford Dictionary
- An individual's social facade or front ~ Merriam Webster

The word was originally derived from Latin, where it refers to theatrical “Mask”.

In analytic psychology

- First used by Carl G. Jung
- He argued that the development of a viable social persona is a vital part of adapting to, and preparing for, adult life in the external social world

Why Professional Persona

- Visibility
 - In your research field
 - Within institution
- Opportunities
 - Jobs
 - Invitations
 - Media
- Evaluation
- Recognition
 - Promotion
 - Recruiting
 - Award nominations



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Exercises

- Think and write down (two words for each question)
 1. What's your persona?
 2. What do you think is your persona in the eyes of people around you?
 3. What's the professional persona you think a successful professional should have?



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Exercises

- Now, turn to your neighbor(s)
 - Discuss your answer to question (3) above
“What’s the professional persona you think a successful professional should have?”
 - Use two words to describe the persona of the person you just talked to.



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How does persona work?

- How long does it take to develop your professional persona?
 - It is a life-long pursue
 - It can change and it will change over time
- How long does it take for others to size you up?
 - 10 seconds
 - It can also build up over time



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The Key Ingredients

- ***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



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So, build your professional persona

- In person
- Within group
- While networking
- Online



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In Person

- In just a few seconds, with a brief glances, a person unfamiliar with you will evaluate who you are based upon your appearance and personality
- ***Strengthen your appearance and personality***
 - ***Appearance:***
Your body language, clothing attire and overall posture
 - ***Personality:***
Your behavior, communication skills and attitudes toward people

Within Group

- Public image is 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

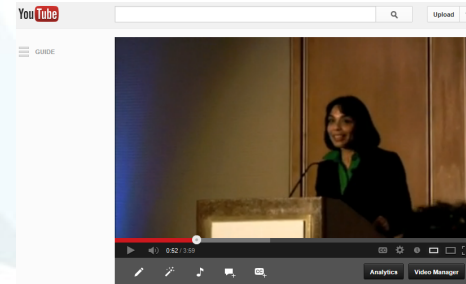
Clean up your E-persona

Your E-Persona

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

E-persona-Social

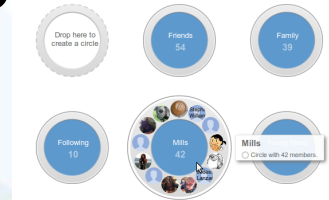
- Facebook
- Twitter
- Youtube
- Blogs



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

Professional Webpage

- 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

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
- ***Resume Clinic on Saturday 2-4pm***

***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?



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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



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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 !***

Thanks.

Questions?



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