

November 14, 2020

HOW TO BE IN THE DRIVER SEAT OF YOUR PROFESSIONAL FUTURE

WITH PERSONAL DIGITAL BRANDING INTO 2021

Outlook 2021

1. Fact
Digitalization PLUS Covid 19 (as an additional accelerator) = Increased uncertainty regarding the personal job situation - urge for reorientation or even loss of one's job.
2. Fact
Today (as of November 2020) we can only speculate regarding any effects of the above mentioned. Negative effects on the labor market are not yet really noticeable thanks to various interventions (short-time work, state aid, bridging loans, etc.) - but will definitely become an issue in 2021.

Mentored by us, you will learn how to get into the driver seat of your professional future

- Actively promote yourself
- DEFINE and advertise your person, your knowledge, your experience, your social characteristics as an outstanding brand
- Draw attention to your person – stand out – be found
 - Position yourself
 - Work out and formulate your uniqueness
 - Be visible on the Internet
 - Use social media in a targeted manner - use digital channels
- Remain in conversation
- Maintain contacts, expand contacts

We do it like this

- Goal definition: What is the goal that you want to achieve with professional self-marketing
- Hard factors: Complete composition of your classic CV, references, certificates, diplomas, awards, presentations, publications, etc.
- Soft factors: Development of your behavioral characteristics, your driving forces, your added values for the company, characteristics, uniqueness, - all based on a self-assessment (INSIGHTS MDI®) - no story writing, but verifiable facts.
- Optimal implementation of the above results in LinkedIn or Xing (which statements are placed which position, photo & background to match my statements, optimize settings, etc.), creating of a Me-Page, etc.
- Ensure digital consistency: prevent contradicting statements on the various social media, uniform appearance, adherence to a red thread across all digital media
- Publicizing your brand: Support and mentoring for activities on social media that help you to promote yourself (YOUR BRAND), to distinguish you as a professional

Important information that we would like to give you for 2021

- The best name, the most innovative brand, is not in demand if it remains unknown or is not found.
- Every person is unique - every person has specific, individual characteristics that make them unique (make them a distinctive brand)
- Specific, individual characteristics are not limited to education and curriculum vitae - they also include social factors: Who am I? How do I work? What drives me to outstanding performances? Where do I particularly stand out from the crowd? Etc.
- Very few people define their characteristics and social skills - and therefore they do not present themselves optimally to a broad public
- Most people are not even found by potential inquirers
- Digitalization gives us tools so that we can actively promote our own personal brand. Inexpensive - worldwide.
- The ideal point of time to get into the driver seat: NOW
- Proactive action leads to success - waiting leads to oblivion

What to avoid

- Sit out the situation, wait and drink tea = worst of all possibilities
- Considering one's employment relationship as secure is a dangerous strategy -> everyone is replaceable.

2021 - Every situation creates opportunities