

Tactics For Successful Career Branding

Branded companies have a special hold on customers, attracting them with their promise of quality. They have an outstanding reputation for delivering the finest products and services in the market. They carry the responsibility of delivering the best and so does successful career branding.

Probably the best part of having a brand image for yourself is that it gives you an identity and could set you among the who's who list of influential people. It makes you stand out as the best choice for the required job. All in all, it is selling your reputation to employers. It creates employment opportunities for you and could compel an employer to choose you above everyone else.

Branding decides your position and your status. However, a few things need to be considered and some are listed below.

Have The Necessary Education And More

Though the minimal educational qualifications will make you suitable for a job, additional education or training could set you apart and help you excel. Always try to acquire more knowledge in your chosen field and become a well-respected professional.

Experience Matters

As much as possible, keep exposing yourself to new business experiences. Attempt new assignments that are different and tougher than usual. This will help you to establish a wider knowledge base and enhance your skills, making you an indispensable asset to your employer.

Past Accomplishments Do Matter

Note down your past accomplishments and showcase them to people who matter. They are crucial in determining where you aim to be in the future.

Visual Branding

Present yourself in an appealing manner by paying attention to your attitude, appearance and etiquette. Make every effort to look the part. Remember, the first impression made on the employer lasts a long time, and will continue to surface with every interaction between the two of you.

Show Your Expertise

When building your career towards a brand, flaunt your abilities and minimize your liabilities. Advertise your skills and special abilities. However, work on promoting yourself, but do not brag. Remember, being humble and modest may not always work in your favor. In today's business scenario, you have to make your presence felt. Have a USP or Unique Selling Proposition and use it to your advantage.

Build Strong Relationships

There is nothing more powerful than a large network of contacts. Be humble, yet firm with everyone you meet. Influence has an unusual way of catapulting you to the top.

Set A Target

Plan your strategy and set a deadline for yourself. Set realistic expectations for and do your best to achieve them. You should concentrate on achieving your goals within the specified timeframe.

Keep Building

After establishing your brand, continue striving to build on and maintain it. Keep looking for opportunities to deliver your brand. Emphasize value, benefits and advantages to those you work for. Take pleasure in creating and communicating a clear and compelling brand. Advertising your abilities and special skills is a sure way of gaining ground on the competition.

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