



J.P.Morgan

# **Building Your Personal Brand**

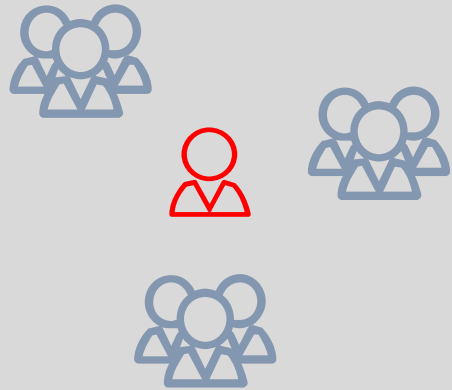
**RMP Top Employers**





**Your brand is  
what people say  
about you when  
you're not in the  
room.**





**Differentiation**



**Credibility**



**Leadership**

# Who is your audience?

Colleagues, managers, clients. . .



## 1. What do they need?

What are the specific deliverables they require from you? What are the skills and experiences that meet a need for them?



## 2. How can you add value?

What is the additional value you offer? How do you exceed their expectations?



## 3. What are their values?

How do they approach work and relationships? What is important to them about the way what they need is delivered?



# Take charge of your career.

We pride ourselves on our company culture based upon our core values. These five reasons articulate the firmwide promise that we deliver to our employees.

## Growth

You can build a career here that will grow as you do.

## Culture

You will join collaborative teams that care about their work and care about helping each other.

## Innovation

You will have opportunities to innovate in any role you choose.

## Impact

Your work will have a positive impact on your customers, clients and communities.

## Development

You will never stop learning here, and we will learn with, invest in and support you along the way.

# What are financial services firms looking for?

Can you do the job?  
*Competencies*

Will you do the job?  
*Motivation*

Do I want to work with  
you?  
*Attitude, approach, values*



# What are financial services firms looking for?

## J.P. Morgan competencies

- Analytical Thinking
- Drive for Excellence
- Technical Skills
- Commercial Acumen
- Career Motivation
- Communication
- Motivation to Develop
- Partnership
- Integrity

# What do you want from your brand?

Where your audiences' needs  
and your needs meet is your  
**brand essence**



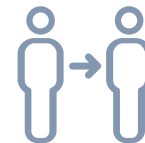
## 1. What are you known for?

Your skills, expertise and achievements



## 2. What do you stand for?

Your values and your approach.



## 3. Who would you align with?

Whose brand do you admire? Who stands for the things you stand for?





## Articulating your brand

**Who am I?**

Your role as relevant to them

**What do I do? And how do I do it?**

Your skills and experience. Your approach and values

**How can I help you?**

**How can you help me?**



## Delivering your brand

Authentic / natural

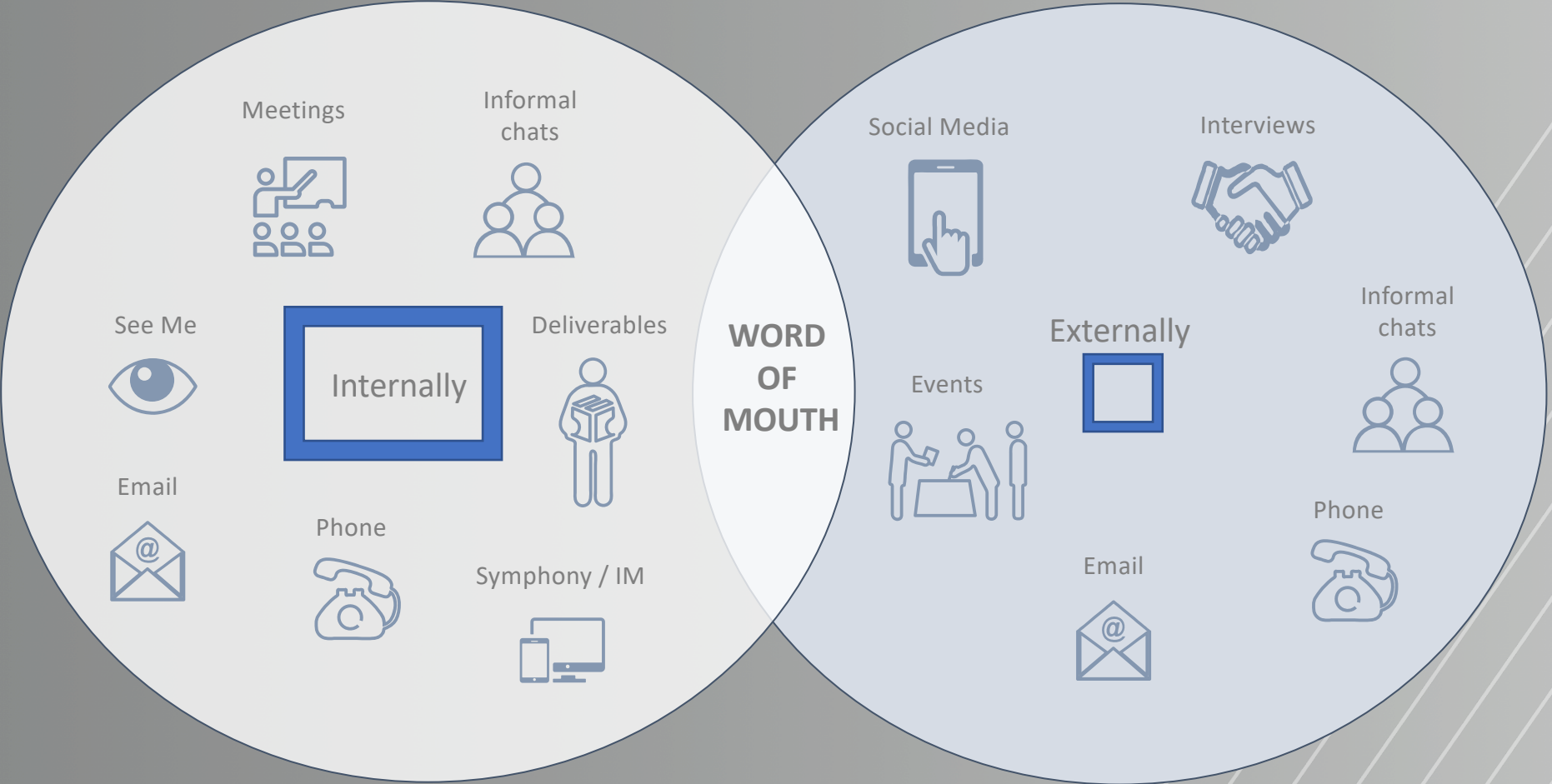
Something you want to share

A conversation not a broadcast

Translates across different brand channels



# How is your brand experienced?



# Example pitch

## **Who am I?**

I'm Paula and I'm a VP in the Recruiting team

## **What do I do? And how do I do it?**

I've been working in the career development space for about 20 years and my time has been split between recruiting and careers advice. I feel like the two areas compliment each other well because they allow me to give practical help based on first hand knowledge of the candidate and recruiter experience. I get really excited seeing people realise that what they want is achievable and helping them find a way to get it.

## **How can I help you?**

Personal branding is something I've really focussed on and spent a lot of time working with different groups on. I've picked up some useful tips along the way and love to share them and test them out.

## **How can you help me?**

I'd love to know whether the tips you try work for you or not.



## Example pitch

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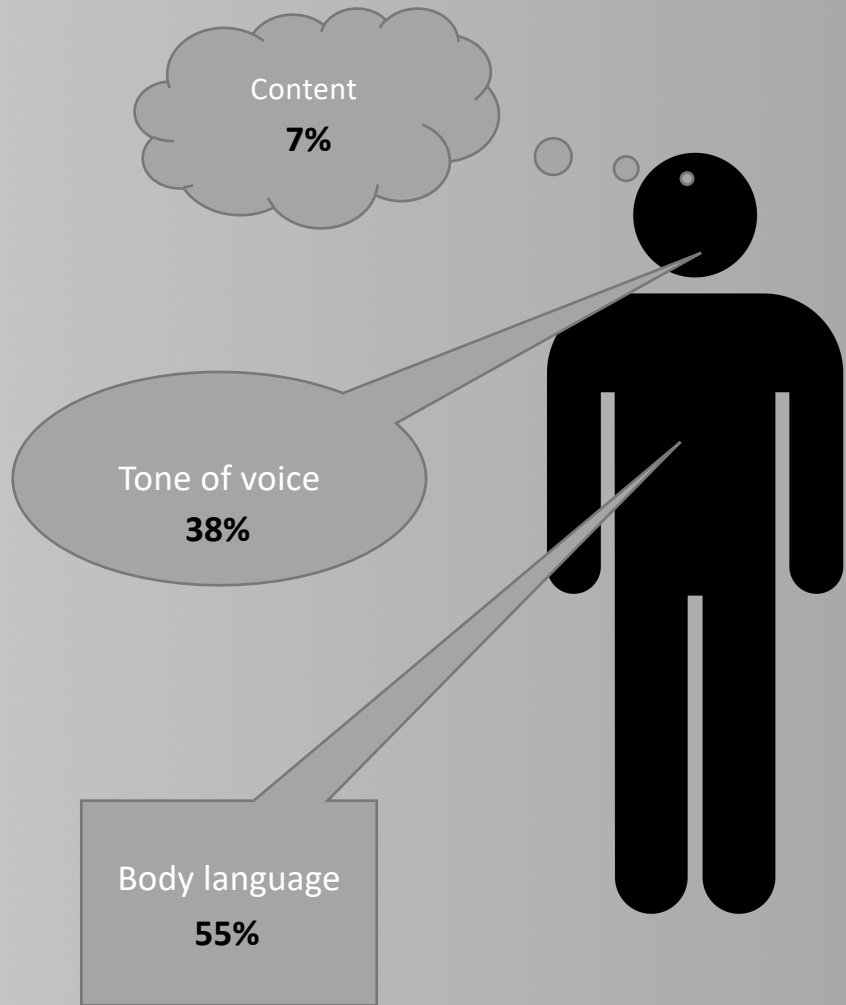
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## Living your brand

Language

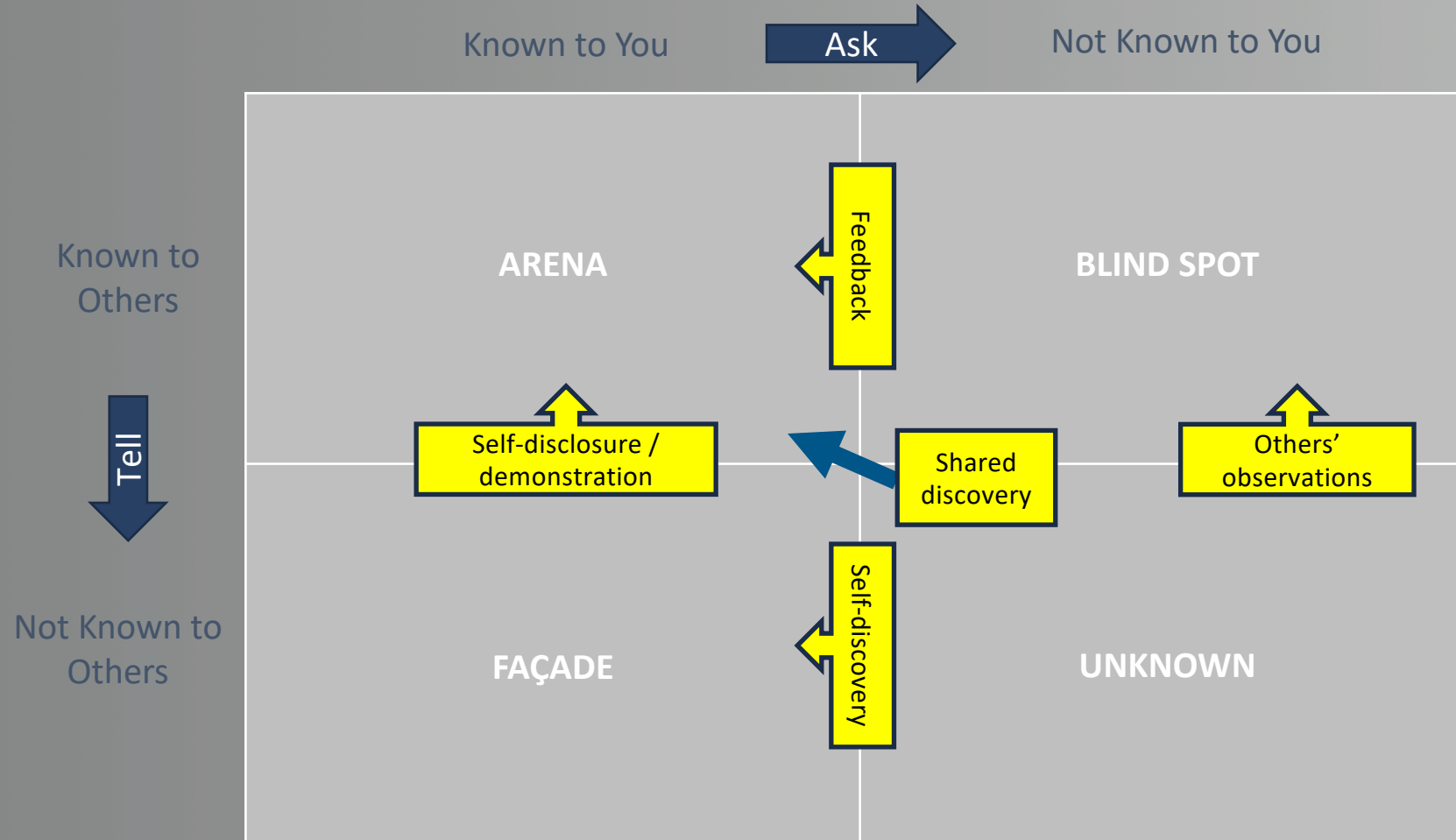
Actions

Appearance

How does this apply to your virtual self?



# Exploring and enhancing your brand





# Q&A

J.P.Morgan

[JPMORGAN.COM/CAREERS](https://jpmorgan.com/careers)