

Brand Yourself
BOOLD

WOMEN IN ENERGY CONFERENCE 2024

**CHEMIA WOODS
TALENT AND EMPLOYER BRAND PARTNER
MISO**

CONTENT

Focus

● Personal Branding 101

● Power "I" Formula

● BOLD Your Own Brand

● Quick LinkedIn Tips

WHAT IS PERSONAL BRANDING?



"It's the amalgamation of associations, beliefs, feelings, attitudes, and expectations that people collectively hold about you." – Rachel Greenwald, HBS Executive Fellow

WHY PERSONAL BRANDING MATTERS



PROMOTION



PAY



PRESTIGE



POSITION



PURPOSE

MY CAREER

Journey

- Radio Personality
- Makeup Artist
- Executive Assistant
- Talent Scout/Recruiter



THE POWER “I” FORMULA

IDENTITY

- Who are you?
- What are you known for?
- What do you want to be known for?

INFLUENCE

- What do you do, and how do you share it consistently?
- What content can your audience expect?
- How does your content solve their pain points?

IMPRESSION

- Who knows you?
- Metrics matter, but don't let them define you.
- Visibility connects influence to impact.

IMPACT

- Educate, inspire, engage.
- AI can amplify your voice.
- Promote yourself without fear



TIME TO BRAND YOURSELF

Bold

- Be authentic
- Obeserve your audience
- Learn from interactions
- Deliver value



CREATE YOUR
PERSONAL BRAND STATEMENT

using chat gpt

ENTER THIS PROMPT:

**I WANT TO CREATE A PERSONAL BRAND STATEMENT THAT REFLECTS MY
IDENTITY, PASSIONS, AND PROFESSIONAL STRENGTHS.**

HERE'S THE INFORMATION TO INCLUDE...

LINKEDIN

Quick Tips and Tricks



01.

**ENGAGE WITH
OTHERS' CONTENT**



02.

**ADD THE HUMAN
ELEMENT**



03.

**EDUCATE,
INSPIRE, &
ENTERTAIN**



04.

**ENGAGE WITH
EMPLOYER
CONTENT**

THANK YOU

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Chemia Woods

Talent Scout | Employer Brand Thought Leader
Obsessed with branding, storytelling & talent attr...

