

# Building your “Brand” & Establishing a Professional Identity



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# Topics for Today

Your Strengths/Self Assessments

Etiquette/First Impressions

Resources/Sites

# Your Strengths

1. Take a strengths test. (SIGI 3, StrengthsFinder, Strong Interest Inventory, FOCUS 2, etc.)
2. List situation(s) where you have used/exhibited each strength. (These examples will form the basis of your behavioral interview answers.)
3. Find job postings in your field. Compare your strengths list to job posting requirements and job duties. Before applying ask yourself: will I be happy doing this? Will I thrive or struggle here?
4. Retest yourself every few years! You will change & grow, and so will your strengths.

# Your Professional Identity

Includes, but is not limited to:

- Hygiene/Aesthetics
- Body Language/Posture
- Etiquette (the self you present to others)
- Netiquette (your eSelf)
- Reputation (what others say about you)
- Caliber of your work

# How do they see you?



# How do they see you?

- Social Media Presence:
- Email tone: “I know I’m the most amazing person u will ever meet and you’ll be dissapointed if you don’t interview me.”
- Yourname@theircompany.com



# Aesthetics/Appearance

**BUSINESS PROFESSIONAL**

**BUSINESS CASUAL**

**BUSINESS PROFESSIONAL**

**BUSINESS CASUAL**

LIGHT BUTTON-UP SHIRT

NATURAL LOOKING MAKEUP

PORTFOLIO

NICE BLOUSE

PRESSED SUIT

NO BULKY JEWELRY

APPROPRIATE LENGTH SKIRT

POLISHED, CLOSED-TOE SHOES

FRESH HAIRCUT

CLEAN SHAVEN

APPROPRIATE TIE

PORTFOLIO

PRESSED SUIT

BUTTON-UP SHIRT

MATCHING BELT AND SHOES

PRESSED SLACKS

POLISHED SHOES

# What to wear?

This guide demonstrates acceptable Business Professional and Business Casual Attire for your upcoming career events.  
**NOTE:** For Interviews, always choose Business Professional attire.

# Body Language: The big 3

- Handshake
- Eye Contact
- Smile



# Etiquette: Small Talk

Be prepared to initiate conversations

“I sat in on your presentation this morning. I do have a question about that...”

“How long have you been with ABC, Inc./XYZ University?”

“How was your trip here?”

Let them know why you are interested in their company

Researched info

Company website/Current events

Know how your skills and work apply—what problems can you solve? What areas of need can you fill? What are your strengths?!?

# Etiquette: Leaving a Phone Message

Read from a prepared script & Practice on your own phone first!  
Dress rehearsal.

Speak Clearly and SLOWLY

Leave First and Last Name

If long or non-phonetic name - may have to spell it

Leave Phone Number twice - "Again, my number is..."

Keep message short and sweet (about 30 seconds long)

# Etiquette: Your Away Message

BE PROFESSIONAL! (even with ringtones, etc.)

Speak Clearly and SLOWLY

Identify your name and phone number

State that you are unavailable

Tell how to leave an appropriate message

# Etiquette: Follow-up

Send Thank-You Email within 24 hours of CF or interview

Should be brief and to-the-point (3-4 sentences).

Thank contact for his/her advice/conversation

Indicate actions you've taken to follow their advice

Reiterate your interest in position/company

Attach electronic copy of resume—but ONLY IF they don't already have one.

Keep this person's contact info handy for future communication.

Several times a year (once a semester, pre-career fair) touch base with them again. Ask new questions. Update them on your progress.

Ideally, you will have taken notes from previous communication with them, and can personalize this relationship! (i.e. "I remembered that you liked Aggie Baseball. Let me know if you'll be in C.S. this spring and I'll take you to a game!")

# Netiquette: Email

Remember manners – be courteous and polite

Be mindful of the tone of your email (no verbal clues)

Be concise – Think “elevator speech” for your email

Use professional language– don’t use abbreviations

Use professional email address

Use correct grammar and punctuation (proofread!!)

Sample Subject Line – “Aggie PhD student seeking advice”

# Netiquette: Social Media

Make it private, change names, or lock it down!

Everyone is searchable.

Who are your friends? What groups are you in?

Separate your professional self from your personal/social self.

Even if you are not at work, you are still a representative of the company!

# Use the Career Center!

Graduate Walk-in Hours for document review:

M & F 8:30-11am, W 1:30-4pm

Appointments: 979-845-5139

Quick questions? [kstober@mays.tamu.edu](mailto:kstober@mays.tamu.edu)

(\*\*Reference that you're in the MSCI class!\*\*)